

# AUTHOR & JOURNALIST

## 1959 FORECAST

**WHAT EDITORS SAY**

**Trends Affecting MS. Sales**

**WHO BUYS WHAT**  
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## HOW TO DISTINGUISH BETWEEN A LITERARY COUNSELLOR AND THE FULLER BRUSH MAN



ALL RIGHT, so you're confused and maybe a bit skeptical. You have read the magazine ads and the literature that came in the mail concerning literary services. They all sound appealing, but whose service is best for *you*?

To assist you in finding an answer, let me offer one brief suggestion. After you have read the attractive brochures, considered the alluring promises and admired the elegant letterheads, just forget all the noise for a moment and ask yourself one vital question: "*Who's talking?*"

In other words, it isn't a question of what is being said, but who is saying it. Has the literary counsellor in question done for himself any of the things he offers to do for you? What books has he written, and is he ready to furnish you with titles, publishers' names and release dates?

How does he stand with those in his own profession? Is he a member of the Authors League of America? What offices has he held in writers' organizations? Does he have a Dun & Bradstreet rating? And does he invite inquiry by investigative agencies?

I do not imply that any great number of writing counsellors are merely experts by their own appointment, lacking in literary competence or economic stability. But the trustworthy critic is always ready to talk in terms of tangible achievement. He welcomes direct and searching questions, which are never answered with eloquent generalities. With him there are no vague references to successful clients, whom he never gets around to naming.

For over two decades I have been successfully engaged in assisting clients with manuscript REVISION, CRITICISM, EDITING and GHOST-WRITING. My pamphlet, *BOOK WRITING HELP*, explains how I work and it's free. Send for your copy today, tell me something of your writing problems and ask anything you wish about my qualifications in this field.

**CHARLES CARSON, Literary Consultant**

Post Office Box 638-A, Manhattan Beach, Calif.

# AUTHOR & JOURNALIST

VOLUME 44 NUMBER 1  
NELSON ANTRIM CRAWFORD, Editor

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AUTHOR & JOURNALIST, founded in 1916, is published monthly at 1313 National Bank of Topeka Building, Topeka, Kansas. Nelson Antrim Crawford, Editor and Publisher. Send changes of address and all other communications to the address above. Changes of address must be received by the 10th of the month to catch the following issue. Subscription price in U. S. A., \$3 for 2 years, \$2 for 1 year. Outside U. S. A., \$4 for 2 years, \$2.50 for 1 year. Single copies, 25 cents each. Manuscripts and other material submitted should be accompanied by stamped, self-addressed envelope. Due care is exercised in handling, but AUTHOR & JOURNALIST assumes no responsibility for loss or damage. Printed in U. S. A. Entered as second class matter at the Post Office at Boulder, Colorado, under the act of March 3, 1879. Copyright 1958 by Nelson Antrim Crawford.

JANUARY, 1959



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# What Editors See for 1959

EVERY year *Author & Journalist* asks representative editors to express their views on opportunities open to writers—and on the types of material that they believe will be salable in the coming year.

To the discerning writer these expressions are always valuable. For 1959 they promise to be of exceptional usefulness. Reading carefully, the writer can get a picture of the changing trends in a variety of publications.

#### **Ben Hibbs, Editor, The Saturday Evening Post:**

About the only thing I can say to your freelance readers is that we continue to be in the market for good popular fiction and for articles on almost every subject under the sun. Despite the trend toward staff-produced magazines, we still believe firmly in the freelance system, and the *Post* is still written largely by free-lance writers.

It happens that as I write this letter, we are suffering from a shortage of good articles. Our article inventory is lower than at any time in several years. Whether this will still be true by the time your January issue appears, it is hard to say. But, in any event, I think you can assure your readers that we are perhaps in a more receptive mood than for some time in the past.

This, of course, doesn't mean that we have lowered our standards and will buy second-rate stuff. It does mean that we are actively searching for promising new writers and for good article topics.

#### **Hugh Curtis, Editor, Better Homes & Gardens:**

In the proportion in which magazines play the numbers game and buy circulation (closing out the titles purchased), there will be somewhat fewer opportunities for writers in 1959.

The trend which all "women's" magazines and family books are noticing today is toward young readership. Authors for our type of magazine would do well to keep the tastes of formative families in mind as well as those of more maturity. Inasmuch as there are universal interests in both age areas, there may be little basic difference in delivery if the author has trained himself to avoid the ultra-sensational and thereby the extravagant.

#### **Ben Kartman, Editorial Director, Family Weekly:**

As long as there are magazines being published, there will be plenty of opportunities for freelance writers. After all, they are the lifeblood of our profession. Without them, the magazines couldn't exist.

It's up to the writers themselves, though, to make the most of their opportunities. Too many of them fall down in the first requirement for success—knowing the markets they are trying to write for. When *Family Weekly* receives a 3,500-word article on contour sheets, as we did a couple of years ago, it is a dead giveaway that the author is not familiar with our publication. All magazines today put a premium on brevity and succinctness, since they try to pack as much variety as possible into each issue. And all magazines are looking for more exciting subject matter than a discussion of the advantages of contour sheets.

In my own opinion, the fiction market is continuing to shrink. More magazines than ever are giving less and less space to fiction and more to fact writing. This is due partly, I think, to the fact that people are more aware than ever of the importance of being well-informed on a wide variety of subjects. It is also due in part to the tremendous amount of short fiction that saturates television, where it can be absorbed without much effort—practically by osmosis.

In our own publication, we carry occasional short shorts—nothing longer than 1,500 words—but are much more interested in strong, exciting fact pieces about people and events of today. "The story behind the story" if well-handled will always find a market.

#### **Ralph Allen, Editor, Maclean's:**

I believe that opportunities for the freelance writer will increase during 1959, at least for those writers who will recognize and accommodate their output to the continuing changes in the market.

Television, of course, will be hungrier than ever for material and there seems every likelihood that the comeback of radio will continue and be reflected in an increasing need for scripts in that medium.

As for the magazine market, it will be better than ever for the true professional and for the gifted amateur who has something to say. But the people of mediocre talent, imagination and industry who used to be able to make a living by churning out a great deal of copy in the expectation that somebody somewhere would be hungry enough to buy it may be in trouble if they are relying chiefly on magazine sales.

Rates for those who can sell will continue to improve. Most successful magazines, having pretty much completed the rebellion against "formula" fiction, will move a few steps further away—as they have been moving away for some years—from the "formula" article. There was a time, not so many years ago, when it could be said of most of the big-circulation books that nearly all magazine articles looked and read like nearly all other magazine articles. But the successful magazines have learned what Hollywood has begun to suspect (and even television will have to face in time): more of the same just isn't enough. They will be more receptive than ever to new ideas and new methods of treatment and the writer who can deliver one or both should find 1959 a satisfying and prosperous year.

#### **Leland D. Case, Editor, Together:**

I wish I could limn a rosy picture for the freelancer in the months ahead. But whatever can or should be said must be bounded by the fact that the number of magazines seems to be steadily on the wane.

This may be good—this may be bad. It depends upon one's viewpoint. Certainly it adds up, however, to the hard fact that competition among writers will increase rather than diminish. This prognostication would seem to carry the suggestion that freelancers should work a bit harder to tailor their offerings to what prospective maga-

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zine outlets can use. And one best can learn what a magazine can use by studying typical issues.

**Erwin D. Canham, Editor, The Christian Science Monitor:**

I do not see any particular increase in opportunities for freelance writing in newspapers and magazines. The number of magazines diminishes seriously. Newspapers are still shrinking.

However, *The Christian Science Monitor* is as hospitable to contributions as it has ever been. We are always eager to improve the quality of our publication through better material.

**Hugh McNair Kahler, Associate Editor, Ladies' Home Journal:**

During 1959 the *Journal* will as always be seeking for and eagerly receptive to the fiction and non-fiction that its editors themselves will enjoy reading. This is the rule by which the magazine has been edited by Mr. and Mrs. Gould during their 23 years in office, and I am sure that they will continue to be guided by it.

I do not know of any change in trends as to fiction or non-fiction and I do not think it will ever be easy for us to find first-class material in either category, although I hope that by working as hard as we have worked in the past we shall be able to keep on finding as much of it as we have managed to find so far.

**Howard Allaway, Editor, Popular Science Monthly:**

Although I don't foresee any revolutionary change in the outlook for freelance magazine fact writers in 1959, there may be some additional opportunities for them as a result of a tightening up on editorial staffs because of the business recession. This could mean that magazines will depend a bit more on outside contributors.

In our own field there is, I think, a definite trend toward service material as against entertainment and stories of strictly "spectator interest."

**Michael Kennedy, Editor, Montana, the Magazine of Western History:**

Since our interest pertains only to Western American subjects, particularly the Old West, I will restrict myself to this type of writing. Although it should not need repeating (because it seems so obvious) I feel that I must point out that Western Americana, as a subject for writers, is at the top of the list today. In magazines, on radio, TV and in the movies, no subject gets as great a play as things western.

As for my own publication, *Montana, the Magazine of Western History*, the matter of authenticity and accuracy is basic and arbitrary. I am constrained to add that this is a pretty good standard for all writing based on the West, because here the cliché, "Truth is stranger than fiction," is much more than a specious truism—it is almost completely valid.

**Sey Chassler, Executive Editor, Pageant:**

As far as trends in our field are concerned, I don't see any great change in the other magazines, but we are at the moment very anxious to find writers with personal viewpoints, strong personal styles, who can apply these things to the "standard" subjects handled in general magazines.

**Vernon W. Beardsley, Editor, Home Town Magazine:**

I see no reason why 1959 should not offer as much or more opportunity for writers as 1958 did. In our case, our magazine is small, with only limited requirements—one fiction story and two or three short articles each month. Yet we find even these sometimes hard to fill.

I have one comment to make which I hope is encouraging to writers, especially those who are trying to establish themselves. The biggest weakness in the fiction I see is not plotting or choice of characters or subject. The biggest weakness is that the work sounds false, as if the author is not telling it naturally, in his own way. It lacks conviction.

I would like to say to them: Develop your own style. You have a much better chance to turn out acceptable work than if you imitate others you consider successful.

**James Wyckoff, Editor, True Western Adventures:**

As far as opportunities in the writing field for 1959 go, I feel that there will be an increase, especially in the authentic Western. I feel that the trend is away from romantic, wholly fictional stories and is now leaning more and more toward what really happened. It seems that writers are discovering some of the real characters and happenings of the Old West and are finding a new mine of material.

**Rose Wyn, Editorial Director, Ace Publications:**

Writing opportunities during 1959 will be better than ever here at Ace Publications, Inc.

For one thing, there will be more magazines. Beginning with January, our bi-monthly con-

fession magazines, *Confidential Confessions* and *Daring Romances*, will become monthlies, which with *Secrets* and *Revealing Romances* will now give us four confession magazines each month.

Our chief requisites in stories are hit-homeness, sincerity, and timeliness, and we hope the New Year will bring us a bumper crop of good material.

**Richard E. Gosswiller, Associate Editor, The Kiwanis Magazine:**

Frankly, I see no immediate signs of diminishing opportunity; in fact the apparent upsurge in the economy seems to be carrying just about everything, including magazines, along with it. The future looks rosy indeed—economically.

Whether it looks bright for the caliber of magazine writing editors are likely to get is another thing. Magazine writing is hard work, unpredictable, and often unremunerative. Good magazine writers are usually good at other things as well, and I suspect that the urge for the dollar, as offered in other industries, such as advertising and public relations, drains off a significant number of the most promising writers.

Someone might say that people just aren't interested in magazines, which is probably true. But I suspect that of more pertinence is the fact that many magazines aren't interested in people. They are interested in fat advertising accounts and in high circulation. I don't think either one of these items has much to do with people and sooner or later people begin to realize it. People are soon going to realize that television isn't much interested in them, either.

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**How To Get Started As A Writer**

There are more opportunities in the writing field today than ever before. And getting started is easier than ever before, too . . . if you know literary techniques, markets and the devices of professional authors. Yes, if you like to write you probably have enough talent to become a published author once you've learned how to tailor your material to the requirements of editors.

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## Books for Writers

In this department are reviews of new books of special interest to writers. As a service to its readers, Author & Journalist will supply any of these books at the published price postpaid. Send order with remittance to Author & Journalist, 1313 National Bank of Topeka Building, Topeka, Kansas.

**WRITING LIGHT VERSE**, by Richard Armour. 136 pages. The Writer, Inc. \$2.95.

For 20 years Richard Armour has been one of the most distinguished American writers of light verse. In his entertaining, informative book he speaks with authority.

Mr. Armour covers his subject from getting ideas to producing and marketing finished poems. Rightly, he devotes much attention to rhyme, meter, and title, which he aptly illustrates by examples from his own work and that of other poets. Also he emphasizes the importance of wide reading and hard work—both of which are neglected by many a would-be poet.

The volume is a must for verse writers. A writer of any type will find it illuminating and often fascinating.

**THE DEVELOPMENT OF THE DETECTIVE NOVEL**, by A. R. Murch. 272 pages. Philosophical Library. \$6.

A sound, readable history of one of the important story forms from the beginning of the nineteenth century on.

The author treats the subject with a wealth of illustrative material covering the contributions of noted writers from Lytton down to Earle Stanley Gardner and "Ellery Queen." The trends of the form in various countries are traced in detail. The author's conclusion is that the form has declined from its peak achieved 10-20 years ago.

**LITERATURE AND BELIEF**, edited by M. S. Abrams. 200 pages. \$3.75.

Six essays by Mr. Abrams and other distinguished modern critics on philosophical or even theological belief as a determinant of creative art, notably in poetry and the drama. In general the authors disagree with current "liberal" criticism which maintains that "no beliefs are relevant to esthetic appreciation."

The discussions are erudite and require close study. They will repay the serious reader or writer for his effort.

## Contests and Awards

The *American Scholar* is holding a poetry contest open to all American poets who have not yet had a book of poems published. Poems must be unpublished and not longer than 100 lines. A contestant may submit three poems.

Six typed copies of each poem must be submitted. One copy will be returned if a stamped, self-addressed envelope is enclosed.

Winning poems will be published in a special issue of the *American Scholar* in June. Prizes: \$100, \$50, \$25.

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Closing date: February 15. Address: The American Scholar Poetry Contest, 1811 Q St., N.W., Washington 9, D.C.  
—A&J—

The Poetry Society of Virginia announces its annual poetry contest, including four classes which are open to all poets:

Norfolk Prize. Two or three related sonnets. \$50, \$25.

Stanley Corpew Paul Memorial Prize. A poem on peace. \$25.

Florence Dickinson Stearns Prize. A lyric not more than 42 lines. \$50.

From the Lighthouse Prize. An inspirational poem expressing faith, hope, and love, not more than 30 lines. \$25.

Other classifications are restricted to Virginia residents. Data are obtainable from the society.

Poems must be unpublished and must not be submitted elsewhere till announcement of the results of the contest in May. A poet may submit one poem in each class. Each poem must bear a pen name and the name of the class in which it is submitted. The author's name and address and the title of his poem must be in a sealed envelope. Entries will not be returned.

Closing date, March 1. Address: Ruth M. Rader, Contest Chairman, 3412 Park Ave., Richmond 21, Va.

—A&J—

The Springfield Versewriters' Guild is offering its annual prizes of \$20 for the best serious poem, \$5 for the best light verse entry, plus Illinois regional prizes.

A contestant may submit only one serious poem and one piece of light verse. Poems must be 20 lines or less, unpublished. They must be unsigned, with the name and address of the author in a sealed envelope.

Closing date, January 31. Address: B. M. McCaleb, Poetry Contest Chairman, 1900 N. 20th St., Springfield, Ill.

—A&J—

*In requesting information from the sponsors of any contest the writer should enclose a stamped self-addressed envelope, preferably No. 9 or No. 10.*

### SENDING MSS. ABROAD

Several writers have inquired about postage on manuscripts to foreign countries. The Educational Materials rate recently put into effect in the United States is not applicable.

For brief MSS. use the first-class rate. This is 4c per ounce to Canada and Mexico. To other countries the rate is 8c for the first ounce, 5c for each additional ounce.

Larger MSS. may be marked COMMERCIAL PAPERS and sent at 4c for the first 2 ounces, 2c for each additional 2 ounces. Parcels sent at this rate must not be sealed and must not contain a letter. Any letter must be sent in a separate envelope not attached to the parcel. One may enclose with the MS. a slip reading: 'Enclosure for my letter of (date) \_\_\_\_\_ addressed to \_\_\_\_\_.'



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## Why Can't YOU WRITE for PROFIT?

**It's much simpler than you think!**

SO MANY people with the "germ" of writing in them simply can't get started. They suffer from inertia. Or they set up imaginary barriers to taking the first step. Many are convinced the field is confined to persons gifted with a genius for writing.

Few realize that the great bulk of commercial writing is done by so-called "unknowns." Not only do these thousands of men and women produce most of the fiction published, but countless articles on business, homemaking, current events, hobbies, travel, local, church and club activities, etc., as well.

Such material is in constant demand. Every week thousands of checks for \$25, \$50, \$100 and more go out to writers whose latent ability was perhaps no greater than yours.

### The Practical Method

Newspaper work demonstrates that the way to learn to write is by writing! Newspaper copy desk editors waste no time on theories or ancient classics. The story is the thing. Every copy "cub" goes through the course of practical criticism—a training that turns out more successful authors than any other experience.

That is why Newspaper Institute of America bases its writing instruction on the Copy Desk Method. It starts and keeps you writing in your own home, on your own time. And upon the very same kind of actual assignments given daily to metropolitan reporters. Thus you learn by doing, not by studying the individual styles of model authors.

Each week your work is analyzed constructively by practical writers. Gradually they help to clarify your own distinctive style. Writing soon becomes easy, absorbing. Profitable, too, as you gain the "professional" touch that gets your material accepted by the editors. Above all, you can see constant progress week by week as your faults are corrected and your writing ability grows.

### Have You Natural Ability?

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# *Happy New Year? Well, it all depends..*



If you're selling as much material as you'd like to sell, and selling to the markets you've always wanted to hit, there's every chance that 1959 *will* be happy. You're doing fine, and you'll probably keep it up.

But if 1958 was a pretty empty year for you as far as sales were concerned, and there's no reason to suppose that the one which has just started is going to be any different, then—as far as your writing career is concerned—the possibility of a happy 1959 isn't quite so likely. And if that's the case, it's good sense to start the new year right by admitting one of two things to yourself:

. . . Either there's something wrong with your stuff.

. . . Or there's something wrong with the way you're marketing it.

SMLA, which makes over six thousand sales yearly for clients, has a long-established reputation for expert manuscript marketing and selling, and for skillful unraveling of snarled-up techniques. Your decision to send us some of your material, therefore, may well be the first step toward that happy new year everybody's been mentioning.

**SERVICE:** If your material is salable, we'll sell it to the best possible markets at best possible rates, and cover sale of additional rights throughout the world. If your material is unsalable as it stands but can be repaired, we'll give you detail-by-detail advice on how to repair it, so that you may, without additional charge, return it to us for sale. And if your material is completely unsalable, we'll tell you why, and give you specific advice on how to avoid those errors in future material. We report within two weeks.

**TERMS: PROFESSIONALS:** If you are selling fiction or articles regularly to national magazines, or have sold a book to a major publisher within the past year, we'll be happy to discuss handling your output on straight commission basis of 10% on all American sales, 15% on Canadian sales, and 20% on British and other foreign sales.

**NEWCOMERS:** As recompense for working with beginners or newer writers until you begin to earn your keep through sales, our fee, which should accompany material, is five dollars per script for scripts up to 5,000 words, one dollar per thousand words for additional thousands and final fraction (for example, seven dollars for a script of 6,895 words). \$25 for books of all lengths up to 150,000 words, \$50 for books over 150,000 words; \$5 for 15-minute television or radio scripts, \$10 for half-hour scripts, \$15 for one-hour scripts, \$20 for hour-and-a-half scripts; information on stage, syndicate, and other types of material on request. A stamped, self-addressed envelope, please, with all manuscripts.

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580 FIFTH AVENUE, NEW YORK 36, N.Y.

JANUARY, 1959

## Trends That Affect Your Sales

**A**NY year is a good year for the writer who has attained skill in his writing and is able to adapt to changing conditions. Never are enough first-class manuscripts submitted to fill the demand.

The year 1959 promises to be a year of increased competition among writers. In 1958 the total number of magazines declined—not heavily, but appreciably. General economic conditions plus difficulties in newsstand distribution were responsible.

Only two apparently well-established magazines folded—*Canadian Home Journal*, absorbed by *Chatelaine*, and *Household*, sold to the Curtis Publishing Company. The new owners immediately discontinued *Household* and are fulfilling its subscriptions with their own publications. Essentially this was the purchase of a subscription list in order to boost the circulation of existing magazines.

The average writer is more concerned about the disappearance of a number of less prominent magazines in specialized fields. For instance, *Science Fiction Adventures*, *If—Worlds of Science Fiction*, *Magazine Index*, *Relax*, *Popular Psychology*, *Your Psychology*, *Rod and Gun*, *Showdown for Men*, *Complete Confessions*, *True Life Stories*, *True Revelations*, *Inside San Francisco*, *TV Stage*, *True Astrology*. Some of these had been published for a good while; others were newcomers.

For the first time no Western pulps appear in the Handy Market List. Most of them have passed out of existence. A few are still being published but offer no current market for freelance writing.

Some new magazines have been established, and a few more are being planned, but not as many as have disappeared. The new ventures are in definitely specialized fields; nobody today is going to risk his capital on a new periodical of mass circulation.

Among the promising new publications is *Horizon, A Magazine of the Arts*, a bimonthly in book format which aims to do for the arts what *American Heritage*, under the same management, is doing for American history. A beautifully designed and illustrated publication, this offers a

market for such writers as can produce quality material in a highly intellectual field.

Another interesting project is *Tradition*, which carries the subtitle, "The Monthly Magazine of America's Picturesque Past." The first issue (December, 1958) is in digest size, attractively illustrated with both photographs and drawings. It contains a variety of authentic historical articles in thoroughly readable style.

The publishers of the successful *Your Life* and similar magazines have added a bimonthly magazine *Woman's Life*, in the market for psychological self-help articles directed specifically to women.

The only exception to the general trend to fewer magazines is in the business (trade) field. Here very few publications are being discontinued and new ones are being constantly added.

This is in response to the increasing specialization of business. New publications, for the most part, represent fields that had not previously been covered.

While all this goes on in specialized fields, the mass magazines are continuing their race for ever increasing circulation with the aim of selling more advertising at higher rates.

Also the bigger publishers are enlarging their stables of magazines. Curtis Publishing Company, which bought *American Home* not long ago, has now purchased *Science and Mechanics*. The Hearst organization purchased *Popular Mechanics*. These publications are being edited by their old staffs.

Fawcett Publications has bought *Woman's Day* (circulation over three million), formerly sold exclusively through A&P food stores, and has placed it on general newsstands. It is being edited as heretofore.

The Fawcett firm for some years published *Today's Woman* but discontinued it as unprofitable. Since then it had owned no home service magazine.

All the big magazine firms are encountering circulation and advertising problems. The result is a state of uneasiness, reflected in two of the most notable editorial changes in years. Otis L. Wiese, editor of *McCall's* for more than 30 years and for nearly ten years publisher also, resigned

after a row with the management. Herbert R. Mayes, *Good Housekeeping's* editor for 20 years, quit his post after similar disagreement, and became editor of *McCall's*. Mayes is succeeded at *Good Housekeeping* by Wade H. Nichols from the editorship of *Redbook*, a McCall publication. Robert Stein, managing editor of *Redbook*, takes over its editorship.

No specific changes in editorial policy of these magazines have been announced. *Good Housekeeping* states that there will be "no basic changes, the existing formula being highly successful."

What all this means to the freelance writer is that magazines are constantly on the alert for anything that will improve their positions in the highly competitive setup. Writers must be equally alert to serve the needs of magazines and their readers. Those who are not will be left behind in the race for manuscript sales.

The specific needs of magazines during 1959 will not differ too greatly from those in the immediate past.

Taking periodicals as a whole, the proportion of fiction will be a little less, continuing the decline which has gone on, with an occasional break, for a number of years. The practical disappearance of the pulps has removed a big outlet for stories, many of which were produced by comparatively inexperienced writers.

No magazine, so far as reports from editors indicate, intends to increase its fictional content. No newly established magazine is in the market for fiction.

At the same time, probably as many writers as ever are trying their hand at fiction—which means heavy competition.

With reference to full-length articles, a major complaint of editors is that too many writers tell all the little they know about the subject—and the result shows it. One editor points out that a good article should, on the average, contain about one-sixth of the material the author has gathered. Which points to the necessity of adequate research.

Editors have found that even the most abstruse subjects lend themselves to popularization with no

sacrifice of accuracy. For example, the *Saturday Evening Post* series, "Adventures of the Mind," written by authorities with a flair for clarity, has been popular beyond the expectations of the editors. One of the most successful magazines established in recent years, *American Heritage*, has found a fast-growing audience for sound history readably presented.

In briefer articles the how-to piece continues to be popular, though signs of its waning appear. For instance, the editors of *Good Housekeeping* state that in general they just aren't interested. The smart writer notices such changes before they become a general trend, and adjusts his work accordingly.

Seldom is there anything new to say about the market for poetry. The demand for accomplished light verse seems insatiable though little that is submitted meets editors' exacting demands.

Most serious poets must expect to appear mainly in the little magazines, which, though they pay little or nothing, do offer an audience however limited.

The book publishing business is looking forward to a prosperous 1959. While the number of titles published in 1958 to the date of writing this report is slightly under that for the same period in 1957, sales, especially of leaders, have been better. Sales of best-selling novels are running better than those of best-selling non-fiction. At the same time, the average non-fiction book is selling better than the average novel.

Consequently the typical publisher will continue rather more receptive to non-fiction. He figures that the chance of any book's becoming a best seller is remote and that the prospect of reasonable sales of a non-fiction work is much more likely than of a novel.

To sum the market situation up, the writer who has something on the ball, is willing to work, will study potential markets, and can adapt his work readily to changing demands, should do as well in 1959 as in any year. He will have to buck a little more competition, but he is prepared to do so.

## How I Have Sold 7,087 Manuscripts

By RUEL McDANIEL

THIS is my 7,087th professional manuscript. In recent years, I have sold about 99% of everything I have written. Even in my early days of full-time writing, I sold more than 85 out of every 100 of my manuscripts.

These 7,087 sales were to 806 different markets, ranging from *National Geographic Magazine* and the *Saturday Evening Post* to *Hearing Dealer* and *Southern Funeral Director*.

I am not a literary writer. I'm not even a good

writer. My experience is obvious proof that there not only is a market for every good story but many markets for manuscripts that are far from good.

The only thing that I possessed originally to qualify me as a writer was an intense desire to make my livelihood by writing. I had no special journalism training and did not even finish college. I did learn something about words as a country school teacher and later as a newspaper reporter and editor of a weekly paper.

I know men and women who have studied literature and writing far more extensively than I, but cannot make a living from their writing. I am far from successful, but I drive an unencumbered Cadillac Fleetwood and own a three-bedroom home that is new and comfortable, belong to the Diners' Club, and have entirely too many credit cards for my own good, all made possible by these 7,087 manuscripts.

I believe the reason that good writers fail to make the grade at full-time writing and I do make it is that I recognized my inadequacies, insofar as good writing is concerned, a long time ago and did something to compensate for them.

I studied markets. I learned to write the way editors want their contributors to write.

My experience has been that making a livelihood from writing is about 25% "know how" and 75% "know where."

Because I have studied markets intensively for the past 35 years I know what will sell and where. Many writers who could make a living from their writing but don't, simply write what they want to write, and then seek a market. That is like trying to fit a 20' x 20' carpet on a 14' x 19' living-room floor. No carpet man in his right mind cuts the carpet until he knows the exact dimensions of the floor to be covered.

Yet some literary writers persist in the contention that to tailor a story to its market is a prostitution of "art." To me, this is artistic stubbornness, completely devoid of realism.

It is estimated that there are more than 2,500 magazines in the United States that buy manuscripts from freelance writers. I believe I can name as many as 2,000 of these and outline briefly what they will buy. Knowing markets is the major phase of my business.

The other day a young acquaintance came to see me and asked if I would read his latest manuscript. I read it and it was well-written. I asked where he intended sending it. "To the *Post*, I suppose," he said. I inquired as to what other markets he had in mind, should the *Post* reject it. He hadn't thought of that, he admitted.

Although the story was good, it will not sell to *SEP*, because it lacks certain elements that the *Post* demands. It had in it a little *Good Housekeeping*, a touch of *Playboy* and possibly a tinge of *Young Catholic Messenger*, and the mixture was such that none of the publications could touch it.

To me there is tragedy in the immense waste of good talent and good writing resulting from lack of study of markets and editors' specific needs. The worst offenders are those who are horrified at the suggestion of slanting. It seems to me that any story worth telling is worth slanting to fit its natural market.

The only way to do that is to study markets intently and continuously.

I own 10 market directories and back copies of all three writers' magazines, with markets therein checked for quick reference. To me, a current writers' magazine is more exciting than Playhouse 90's best melodrama, mainly because it brings me the latest news of markets.

I use all 10 of these directories because some of them carry market information not available in some of the others. I have found no one or even two or three directories that give complete market coverage.

For example, I buy a directory of Catholic magazines every two years, because it gives me the names of several magazines that are not listed in any of the other nine directories. I keep a new daily newspaper directory, because I come upon an occasional newspaper feature and must know that there is a market for it before I utilize the time for interviewing and writing.

I have a directory of English and Commonwealth markets. I have sold two stories in England and one in Australia as a direct result of owning this directory. Without it, I could not have known of these three markets.

Any directory that provides me with only one market paying as much as 3c a word is a good investment.

To supplement the market information in the ten directories and the writers' magazines, I subscribe to a weekly advertising publication. This not only gives me first-hand news of new publications, changes in management, format, and policy but it keeps me abreast of business and advertising in general, and this is valuable in most types of writing. For example, by keeping up with developments in *subliminal* advertising, I was able to slant and sell a kidding type of article to a religious magazine on this subject.

Three years ago, after an exchange of several letters I was able to wangle a "go ahead" out of *National Geographic Magazine* on an article on shrimp and the shrimp industry generally. In order to obtain background and pictures, I made a ten-day trip on a shrimp trawler. The cruise took us far south of Brownsville, Texas, to the shrimp banks off Yucatan Peninsula.

By carrying with me a mental list of hundreds of manuscript markets, I was able to supplement that *National Geographic* sale with 12 additional sales: an article to *Progressive Grocer*; a series of three articles to *Quick Frozen Foods*; two articles to *Southern Fisherman*; an article to *Twelve-Fifteen*; a feature to a Texas Sunday paper; a short serial to *Young Catholic Messenger* and another to *'Teens*; and short stories to *Catholic World* and *Double Action Detective*. If and when *Geographic* uses my story and releases my pictures, there will be other general markets to which I hope to sell shrimp articles. And there is material for additional short stories as time and markets suggest.

Still another advantage in knowing the markets is that it eliminates a lot of querying. I dislike queries, for two reasons. First, I'm perhaps the world's worst query-writer. Second, I travel a great deal and by the time I would receive an answer to a query about an article in a certain city, I would be somewhere else.

Furthermore, in order to write a sensible query, it is necessary to interview the subject. And since interviewing is half the job of producing a manuscript, I prefer to go ahead and send in the complete manuscript. And by knowing the markets, I seldom guess wrong when appraising the marketability of a considered story.

When the subject matter and basic slanting are what an editor wants, he gladly will edit out literary weak spots, but he cannot edit into even a literary masterpiece the subject matter and slant he desires. Knowing markets has made it possible for this "poor" writer to make a comfortable livelihood from the product of his typewriter—a product that falls far short of "literature."

# THE HANDY MARKET LIST

TWICE each year—in January and in July—*Author & Journalist* publishes the Handy Market List. Always it is a reliable, comprehensive list of magazines offering opportunities to freelancers in general. Corrections and changes are made in it up to the moment of going to press.

Under no circumstances should a writer use an older Handy Market List. It will be found to be out of date.

General Magazines in the list are divided into two groups, A and B. This is in no sense a division on the basis of quality. The magazines in Group A offer a more extensive market to the average writer. The magazines in Group B tend to be more specialized in their requirements and to buy less material.

For most magazines in the Handy Market List the frequency and the single copy price are shown; as (M-25), monthly 25 cents a copy.

Rates of pay are indicated per manuscript or per word. Acc. means payment on acceptance; Pub., payment on publication.

If a magazine in which you are interested does not appear in the Handy Market List, consult the various lists published in *Author & Journalist* from month to month.

## General Magazines—A

**America**, 329 W. 108th St., New York. (W-15) Articles on current social, cultural, and political questions, rural problems, with some emphasis on moral principles, 1,700 or 2,700; short modern verse. Rev. Thurston N. Davis, S.J., Editor. 1½c. Acc.

**American Legion Magazine**, 720 Fifth Ave., New York 19. (M) No fiction. Query on articles. Good light verse—4, 8, or 12 lines. Anecdotes. Joseph C. Keeley, Editor. Address verse and anecdotes to Parting Shots Editor. High rates, verse \$2.50 a line. Acc.

**American Weekly**, 575 Lexington Ave., New York 22. Sunday magazine distributed with Hearst and other newspapers. Features with photos, best lengths 900 and 1,500. Customarily uses only non-fiction. C. C. Renshaw, Jr., Story Editor. Excellent rates. Acc.

**The Atlantic Monthly**, 8 Arlington St., Boston 16, Mass. (M-60) Short stories 1,500-5,000; serials about 40,000. Essays 1,500-3,500. Articles 1,500-6,000; short humorous articles, longer articles on art, music, literary criticism, current affairs, biography, finance, business. Serious and light poetry. Edward Weeks, Editor. Prose varying rates, verse \$1 a line. Acc.

**The Catholic Digest**, 44 E. 53rd St., New York 22. (M-35) Mostly reprint but always in the market for a number of authoritative original articles 2,000-2,500, preferably but not necessarily with a Catholic angle. Especially interested in sectional material with a Catholic angle. Also seven departments for original short stuff. Photo stories. Transparencies for cover use. No fiction, verse, or cartoons. Address John McCarthy, Executive Director. \$200 up for original article, \$150 for picture story or cover photo, short stuff to \$25. Acc. Query.

**The Catholic World**, 180 Varick St., New York 14. (M-50) General fiction of high quality to 3,000. Articles on current problems reflecting contemporary Catholic viewpoint in national and international affairs, literature, science, education, etc. Short verse. Rev. John B. Sheerin, C.S.P., Editor. About \$7 a page. Pub.

**Columbia**, P. O. Drawer 1670, New Haven, Conn. (M-10) Short stories 2,500. Articles on science, history, religion, sport, business; articles of general current interest or special Catholic interest. Query on articles. Short verse. Photos only with articles. John

Donahue, Editor. \$75-\$200 a story or article. \$10-\$15 a poem. Higher rates for especially desirable material. Acc.

**Commentary**, 34 W. 33rd St., New York 1. (M-50) Political, sociological, literary articles of Jewish and general interest, highest intellectual level. Short stories of distinguished literary quality, 2,500-4,000. 3c. Acc.

**The Commonwealth**, 386 Fourth Ave., New York 16. (W-25) Edited by Catholic laymen. Timely articles on literature, art, public affairs, to 3,000. Edw. S. Skillin, Editor. 2c. Acc.

**Coronet**, 488 Madison Ave., New York 22. (M-35) Uses factual anecdote-packed articles under 3,000; photos; fillers; one-pagers; humorous anecdotes. No fiction or poetry. Lewis W. Gillenson, Editor. Good rates. Acc. Fillers, pub.

**Cosmopolitan Magazine**, 57th St., at Eighth Ave., New York 19. (M-35) Short-shorts 2,000-2,500; short stories 5,000; murder mystery or suspense novellas 20,000. Articles: personality, thought-provoking, current affairs, psychological, medical. Photos. No verse. No cartoons for the present. John J. O'Connell, Editor. Top rates. Acc. Query.

**Dodge News Magazine**, Prince & Co., 5435 W. Fort St., Detroit, Mich. Travel, personality articles to 500 words. Pictures must accompany MSS.—black and white, color transparencies. B. T. Salisbury, Editor. Top rates. Acc. Query.

**Ebony**, 1820 S. Michigan Ave., Chicago 16. (M-30) Provocative picture stories on Negro life, preferably success and achievement. No fiction, essays, or verse. Articles \$75 up. Story units of at least 10 pictures, \$75 up. Acc.

**Extension**, 1307 S. Wabash Ave., Chicago 5. (M-40) Short stories, 2,000-6,000; romance, adventure, detective, humorous; six-installment serials, 5,000 an installment; short shorts; articles; picture stories; cartoons. Eileen O'Hayer, Editor. Good rates. Acc.

**Field & Stream**, 530 Fifth Ave., New York 36. (M-35) Illustrated camping, fishing, hunting articles, 1,500-3,000. Hugh Grey, Editor. 10c up. Acc.

**Ford Times**, Ford Motor Co., The American Road, Dearborn, Mich. (M) Articles of 1,200 words or less on exceptional and little-known travel and recreational opportunities for motorists. Brief picture stories depend on submission of top-quality color transparencies 4 x 5 or larger. 10c. Acc.

**Friends Magazine**, Chevrolet Motor Division, General Motors Corporation, 3-135 General Motors Bldg., Detroit 2, Mich. An all-picture magazine seeking photographs which tell a factual story; accompanying text may be in memorandum form. Frank Kepler, Editor. Two-page spread black and white \$200, color \$300. Acc. Query.

**Harper's Magazine**, 49 E. 33rd St., New York 16. (M-50) Timely articles for intelligent readers; short stories; humor; fillers; verse. John Fischer, Editor. Good rates. Acc.

**Holiday**, Independence Square, Philadelphia 5, Pa. (M-50) Quality articles, well-illustrated, on places and people in sections of United States and foreign countries, 1,500-5,000. Ted Patrick, Editor. First-class rates. Acc.

**Hue**, 1820 S. Michigan Ave., Chicago 16. (M-15) Short features on Negro life and activities. Photos. No fiction or verse. John H. Johnson, Editor. Rates according to importance of material; photos \$5-\$10. Acc.

**Jet**, 1820 S. Michigan Ave., Chicago 16. (M-20) News items and short features on Negro life and activities. Photographs. John H. Johnson, Editor. Good rates, varying with length and importance of story; pictures \$5-\$10. Acc.

**Journal of Lifetime Living**, 1625 Bay Road, Miami Beach, Fla. (M-35) Articles slanted toward the mature reader—45 and older. Practical advice on how

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### Recent Comet Highlights

- The author's royalties on *And What of Tomorrow* were \$1100 before the book was even published. Now in second edition.
- One million readers read about *Unconventional Prayers* in the Bell syndicated column.
- Sara Mason sold more than 1200 copies within three weeks after publication.
- *Miracle in Mississippi* has gone into a second edition, with royalties to the author in excess of \$3000.
- Over fifty reviews and feature stories were obtained on *Inside the State Department*. Now in its second edition, the author's royalties exceed \$3400.
- Thirty cartoons from Betty Kittrell's second Comet book, *Miserable Me*, were sold on a royalty basis to College Hall Greeting Card Company.
- *The Constant Rebel* was accepted by H. W. Wilson Standard Catalog Series buying guide.
- Chapters from Betty Dean's *Glamourway Reducing Handbook* were sold to Your Health magazine.
- *Life of St. Josaphat* is catalogued and sold through The Catholic Book Inventory.
- Serial rights to *That Fabulous Captain Waterman* by David Weir were sold to a California Newspaper.
- A Braille translation was made of *Immigrants All—Americans All*.
- More than 1500 copies of *Pittsburgh* were sold in one month.

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NEW YORK TIMES:

*Death Below Zero*

ST. LOUIS POST-DISPATCH:

*Great Symphonies*

N. Y. HERALD TRIBUNE:

*Babies Need Fathers, Too*

CLEVELAND PRESS:

*Women Are My Problem*

SYRACUSE POST-STANDARD:

*El Miedo*

PHILADELPHIA INQUIRER:

*Palace of Dim Night*

MILWAUKEE JOURNAL:

*My Pupils And I*

LONG ISLAND PRESS:

*Unconventional Prayers*

ABILENE REPORTER NEWS:

*Thorns Of Defense*

HOLLYWOOD CITIZEN:

*It's Startling*

ATLANTA JOURNAL:

*The Amazing Mr. Mocker*

ROCHESTER TIMES-UNION:

*Country Echoes*

PITTSBURGH COURIER:

*What Ye Sow*

#### Comet Authors on the Air

"We would be very happy to review *White Angel Kitty* on our morning show, *Open House*." WMBR-TV

"Thank you for your nice letter in which you thank us for interviewing Elizabeth Maddox Huntley. It was our pleasure." WWRL

"Please have Madge Bristenden contact us regarding an interview on the daily show." KFOX

"Please forward Miss Short's (*Two Towels And An Orange*) address and we'll get in touch with her for an interview." KLIX-TV

"Thank you for your information concerning Peyre Gaillard. I would be very happy to interview him concerning his book." WGST

"I will contact Mr. Hamada and be happy to arrange for a guest radio appearance by this local writer." KPOA

to approach and solve problems which face seniors—retirement, preretirement, marriage, adult children, jobs, etc. Average length 1,000-1,500. Leonard M. Leonard, Editor. Excellent rates. Acc. Query.

**The Kiwanis Magazine**, 520 N. Michigan Ave., Chicago. (M) Articles and essays on national and community problems to 3,000. Some very short fiction for business and professional men. Especially needs now humor, particularly light satire. Picture stories—emphasis on natural, unposed photos. Richard E. Gosswiller, Associate Editor. \$75-\$200, depending on quality and current needs. Acc.

**The Lamp**, Franciscan Friars of the Atonement, Peekskill, N. Y. (M) Fiction of quality to 2,000; non-fiction of interest to Roman Catholics. Rev. Ralph Thomas, S.A., Editor. 2½c. Acc.

**Liberty**, 73 Richmond Street West, Toronto, Ont., Canada. Not in the market for any fiction for the time being. Articles: 2,000-word confessional type, first-person as-told-to form preferred, dealing with medical, marriage, and sex self-improvement themes and with definite Canadian locale or angle. Send a letter or brief outline in advance. Frank Rasky, Editor. Articles \$100-\$300. Acc.

**Life Magazine**, Time & Life Bldg., Rockefeller Center, New York 20. (W-25) Address Contributions Department. Black and white news pictures; Saturday issue closing deadline. Timely or unusual short picture stories. Offbeat, "stopper," single pictures. Single color shots or short series highlighting news subjects. Color may be submitted unprocessed and will be so returned if of no interest. Minimum size of color transparencies 35 mm. Black and white \$200 a page, inside color \$350 a page, color covers \$600. Pub.

**The Lion**, 209 N. Michigan Ave., Chicago 1. (M-15) Published by Lions International. All-male audience interested in adventure, sports, self-improvement, health, travel, community development, business side. Articles 1,250-1,750. Photo stories. Car-

toons. No fiction, poetry, or fillers. Reports in one week. John H. Vogt, Editor-in-Chief; address material to John Read Karel, Senior Editor. 10c maximum, photos \$10, cover color transparencies \$100, photo stories \$100, cartoons \$15. Acc. except on photos.

**Look**, 488 Madison Ave., New York 22. (Bi-W-15) Articles and pictures of broad general interest particularly about people and their problems. No fiction. Wm. Arthur, Managing Editor. Good rates. Acc.

**Maclean's**, 481 University Ave., Toronto 2, Canada. (Bi-W-15) Articles on science, business, crime, politics, international affairs, health, entertainment, etc. 3,000-5,000. Canadian approach almost essential. Strong women's interest features with Canadian slant and some male appeal. Humor, 50 to 3,500. Quizzes, light verse. No short stories at present. Query on articles. Ralph Allen, Editor; Leslie F. Hannan, Managing Editor. Articles from \$300, often higher; verse \$5-\$15 a poem. Acc.

**Mayfair**, Suite 220, 1255 University St., Montreal, Canada. (M-25) Articles and photographs on personalities, theater, entertainment, good living, food, travel, art, architecture, men's and women's fashions, humor. Some sophisticated fiction and poetry. Leonard L. Knott, Editor. Length of contributions 500-2,000. 3c. Acc. U. S. contributors should query because of specialized nature of magazine.

**Mechanix Illustrated**, 67 W. 44th St., New York 36. (M-25) Feature articles about mechanical and scientific developments, inventions, etc. Especially interested in success stories of small businessmen with an unusual consumer item or service. How-to articles about projects readers can build. Photos. William L. Parker, Editor. To \$400 an article, pictures average of \$10. Acc.

**National Geographic Magazine**, 16th and M Sts., N.W., Washington 6, D.C. (M-60) Official journal National Geographic Society. Articles on travel, geographic and natural science subjects 2,000-8,000, first-person narrative style preferred; color and black-

## FIFTH ANNIVERSARY

It is five years since my ads have begun to appear in *Author & Journalist*. Frankly, I did not want to advertise (or charge fees). Hence my first appeal was to fellow-members of the Poetry Society of America. Not for poetry (the only phase of writing I do not handle), but for their prose.

The response was gratifying, only just about everything I received was related to the sort of story I sold to NEW DIRECTIONS 16. I feel close to the Literary-Quality group.

However, I also wanted to sell to THE SATURDAY EVENING POST and CORONET: to TRUE, ARGOSY (and such); to THE LADIES' HOME JOURNAL, McCALL'S, REDBOOK (and such), to the confession magazines, crime, religious, trade journals, etc. I do sell fiction and articles to the different magazine groups.

And, of course, there are steady book placements. Sales to TV.

As it happens, most of my selling clients came to me as a result of my advertising, and the fee part (the most unpleasant phase of agenting) did not prove to be too bothersome either to me or to my growing family of clients.

Writers who do not yet know of the service I offer, are invited to inquire.

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and white photographs. Melville Bell Grosvenor, Editor. Articles \$800 up, color photos \$50 up, black and white photos \$10 up. Acc.

**The National Jewish Monthly**, 1640 Rhode Island Ave., N.W., Washington, D.C. (M-15) Short stories, articles, essays, Jewish interest, 1,000-2,000. Seeks especially fiction with contemporary American Jewish background, and dealing with real problems of today. Edward E. Grusd, Editor. 2c-5c. Acc.

**National Motorist**, 216 Pine St., San Francisco 4, Calif. (Bi-M-25) Articles of 600 and of 1,200 words on anything that would be of interest to the average motorist who lives in California and does most of his motoring on the Pacific Slope. Articles on the car, roads, interesting people and places in the West or in the history of the West, hunting, fishing, outdoor life, animals. Black and white photos for illustration. Jim Donaldson, Editor. 8c, photos \$5-\$8. Acc.

**Natural History Magazine**, 79th St., and Central Park W., New York 24. (10 issues yearly) Photo series, preferably black and white, in biological sciences, geology, astronomy, ethnology, archeology, etc. Text to 4,000—preferably by scientists concerned. John Purcell, Editor. To \$50 a page for black and white photographs, \$75 for color. Text payment by length. Acc.

**The New Yorker**, 25 W. 43rd St., New York 36. (W-15) Short stories and humor 400 to 4,000; factual and biographical material to 6,000; cartoons, cartoon ideas, light verse. Good rates. Acc.

**The New York Times Magazine**, Times Square, New York 36. (W) Articles 1,200-3,000, based on the news, topics relating to economics, politics, international affairs, sports, nature, science, education, the arts, and women's interests. Short articles 400-1,000. Light, topical verse. Lester Markel, Sunday Editor. \$300 for full-length article, verse \$2 a line. Acc.

**Outdoor Life**, 353 Fourth Ave., New York 10. (M-35) Profusely illustrated articles to 8,000 on dramatic, humorous, and adventurous phases of fishing, hunting, etc. Both black and white and color photos. News articles to 3,000 of topical interest to sportsmen. How-to articles on outdoor activities. Odd adventures and exciting personal experiences in the outdoors. Accounts 500-1,000 of true personal experiences exciting or dangerous, for retelling in cartoon-strip form. Photo stories. William E. Rae, Editor. Top rates in the field. Acc.

**Pageant**, 535 Fifth Ave., New York 17. (M-35) General articles and profiles. Key words are "liveliness."

### COMING IN FEBRUARY

Juvenile magazines, the training ground for many outstanding writers, will constitute the market list in the February *Author & Journalist*. If you write for young folks or have any thought of doing so, you need this list.

The February issue will contain an article the editors feel will provoke widespread discussion—"This Crazy Publishing Business." Written by a distinguished publisher under a pen name, it is an honest and brilliant study of book publishing—and the why of its peculiarities.

In addition there will be practical articles by professional writers, reviews of books, announcements of contests, and the other features that make the magazine a *must* for writers.

If you are not now a subscriber, make sure of receiving the February and subsequent valuable issues. Use the handy order form on Page 35.

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Want to improve your chances of winning contests? Want practical ideas from a top-ranking contestant who has won over \$40,000 in prizes? Read Nita Parks' new book, *How To Win A Fortune*. Nita Parks knows the contest business backwards and forwards—even the *Saturday Evening Post* ran a story about her. In this book she tells how to write prize-winning last lines, captions and titles, jingles, limericks, etc. For example, Chapter 4, *Getting Your Ideas*, and Chapter 14, *Contest Cues and Clues*, are worth the small cost of the book alone! Yes, Nita Parks even tells how professional contestants win so many prizes year after year. "You don't need to be a genius to win," says the author. "You need average intelligence, plus patience and determination." If you have these qualities you, too, should be a winner after reading *How To Win A Fortune*. **MONEY BACK GUARANTEE.** Send for this book today and read it on approval. If not delighted return it within 5 days and your money will be refunded in full. Send only \$3 (or order C.O.D.) to: Dept. A, **Vantage Press, Inc., Publishers, 120 W. 31 St., New York 1, N.Y.**

ness" and "timeliness." Ray Robinson, Articles Editor. To \$500. Acc. Query always, for material is on assignment only.

**Parade**, 285 Madison Ave., New York 17. (W-Sunday newspaper supplement.) Picture and text articles of strong family interest with reader identification. Should have current flavor and be "on the news" if possible. No fiction, personal experience essays, poetry or cartoons. Jess Gorkin, Editor. Good rates. Acc.

**Popular Mechanics**, 200 E. Ontario St., Chicago 11. (M-35) Illustrated articles on scientific, mechanical, industrial discoveries, exploration and adventure elements, 300-1,500; fillers to 250. Photos should stress the mechanical and contain some human interest. How-to-do-it articles on craft and shop work, with photos and rough drawings; short items about new and easier ways to do everyday tasks. Roderick M. Grant, Editor. 1c-10c, photo with caption \$10. Acc.

**Popular Science Monthly**, 353 Fourth Ave., New York 10. (M-35) Features dealing with motor cars, aviation, home improvements, tool techniques, and similar subjects. How-to articles for men with an interest in science and mechanics. Short material for various departments. Photo layouts. Nearly all material must be highly illustrated. Howard Alloway, Editor. Acc.

**Railroad Magazine**, 205 E. 42nd St., New York 17. (Bi-M-50) Dramatic railroad articles, 2,000-3,000, U. S. or Canada locale, combining modern lead, a little excitement, colorful writing, technical information. No fiction, poems, reminiscences, cartoons, or fillers. Freeman Hubbard, Editor. 5c. Acc. Query; include qualifications for handling subject; all queries answered on day of receipt.

**The Reader's Digest**, Pleasantville, N. Y. (M-25) The editors are receptive to ideas for fresh and compelling articles of lasting interest. Rates \$1,500 up. Pays \$2,500 for personal-experience articles of not more than 2,500 words. They must be true and hitherto unpublished narratives of personal experience in some specialized walk of life, and must be especially revelatory of human nature. \$2,500 rate applies also to "My Most Unforgettable Character" and "Drama in Real Life" categories. Address contributions to First Person Editor. Shorter contributions are wanted for "Man's Best Friend," and stories under 300 words for "Humor in Uniform" and "Life in These United States," at the rate of \$100 for each. The material must be previously unpublished. Ten dollars is paid for accepted Picturesque Speech items, and a minimum of \$10 for accepted excerpt material. These may be original or picked up from other sources. All payments made two weeks before publication. Items intended for a particular feature should be addressed to that feature. Brief contributions cannot be acknowledged or returned. Current issues carry information about requirements for departments that are soliciting material. DeWitt Wallace and Lila Acheson Wallace, Editors.

**Redbook**, 230 Park Ave., New York 17. (M-35) Short stories, short shorts, 40,000-word novels, feature articles, romance, domestic problems, emotional slant to men and women. A continuing need for lead articles—important exposés or significant personal documents. The criterion, in either case, is: how useful or exciting or entertaining or inspirational is the article to young adults? Fillers, humorous verse. Robert Stein, Editor; John B. Danby, Executive Editor; Lilian Kastendike, Fiction Editor. First-class rates. Acc.

**The Rotarian**, 1600 Ridge Ave., Evanston, Ill. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays 1,500-2,000. Karl K. Krueger, Editor. First-class rates. Acc. Overstocked.

**St. Anthony Messenger**, 1615 Republic St., Cincinnati 10, Ohio. (M-35) Catholic family magazine. Human-interest features on prominent Catholic achievements and individuals; articles on current

events, especially when having Catholic significance, 2,000-2,500; short stories on modern themes slanted for mature audiences, 2,000-2,500; seasonal stories. Extra payment for photos retained. Occasional poetry on inspirational, religious, romantic, humorous, and nature themes. Rev. Victor Drees, O.F.M., Editor. 3c up. Acc.

**The Saturday Evening Post**, Independence Square, Philadelphia 5, Pa. (W-15) Articles on timely topics 2,000-5,000. Short stories 2,500-6,000; novelettes 10,000-12,000; serials 25,000-60,000. Lyric and humorous verse to 16 lines, the shorter the better. Skits. Cartoons. Ben Hibbs, Editor. First-class rates. Query on articles.

**Science and Mechanics**, 450 E. Ohio St., Chicago 11. (Bi-M-25) This Curtis subsidiary works via query and assignment. Uses feature stories dealing with new developments in science, industry, home furnishings and appliances, and workshop equipment—whenever the subject matter can be related to the self-interest of the general consumer audience. At the moment needs authoritative articles on: scientific developments (especially in fields allied to astrophysics); and on new trends and the use of new materials in home building, remodeling, and maintenance. Will take an occasional Post-type piece of general consumer interest—with slightly greater emphasis on scientific elements—at special rates, but research quality must be tops. New department on constructing simple science projects demonstrating principles of physics, chemistry, etc. Larger market for how-to-do-it construction and servicing projects, covering home maintenance and remodeling, car servicing, radio and TV projects, boating, and workshop kinks. Heavy emphasis on drawings or illustrations which actually show the reader "how," and complete materials list with sources of supply or built projects. Magazine works at least 4 months ahead of issue date. Don Dinwiddie, Editor. Good rates. Acc.

**Science Digest**, 200 E. Ontario St., Chicago 11. (M-35) Popular articles on all fields of science to 2,000. G. B. Clementson, Editor. 5c. Acc.

**Sport**, 205 E. 42nd St., New York 17. (M-25) Personality and behind-the-scenes features; controversial subjects of interest to sport fans. Baseball and boxing the year around. Other sports in season. Articles 2,500-9,000. Ed. Fitzgerald, Editor. \$200-\$500 depending on length. Briefs for SPORTalk department \$5-\$10. Acc.

**Sports Afield**, 959 Eighth Ave., New York 19. (M-35) Some outdoor fiction, to 3,000 words, related to field sports; picture stories, articles, how-to-do-it features to 2,500; fillers. Ted Kesting, Editor. Acc.

**Sports Illustrated**, Time & Life Bldg., 9 Rockefeller Plaza, New York 20. (W-25) Articles 2,000-5,000—personality, controversy, unusual subjects, all relating to sports (both participant and spectator). \$750 up. Query Andrew Crichton.

**Star Weekly Magazine**, 80 King St., W., Toronto, Ont., Canada. (W-10) Timely articles on attention-getting subjects—controversial, thought-provoking, newsworthy or you-appeal and written in popular easy-to-read style. Emphasis is on color, drama, anecdote, revealing quotes, and human interest. Subject matter includes movie and entertainment world, trends and personalities in sports, dramatic true adventure, prominent men and women in the news, psychological quizzes, new developments in science, medicine, etc. 1,500 to 2,000 words. Novels 35,000. Short stories 2,500-4,000, love-adventure, romantic, Western, mystery, problem, etc. Photos. Cartoons. Jeannette F. Finch, Articles Editor; Gwen Cowley, Fiction Editor. Varying rates. Acc.

**This Week**, 485 Lexington Ave., New York 17. (W-magazine section of 39 newspapers) Romance, mystery, adventure, humorous short stories, 1,200-3,000; short articles falling into four broad categories—"you," entertainment, problems, scoops—1,500-2,500; interesting shorts, 500-1,000; cartoons. William I. Nichols, Editor. Good rates. Acc.

**Today's Health**, American Medical Assn., 535 N. Dearborn St., Chicago 10. Sound articles on any subject related to health, including mental health, recreation, and most phases of family life. Prefers a positive approach telling readers what they can do to preserve their health. Generally 1,000-2,500 words. 350-500-word illuminating or helpful shorts, not news stories. No verse—heavily overstocked. James M. Liston, Editor, 3c-10c, photos additional, photo stories \$90. Acc.

**Together, The Mid-Month Magazine for Methodist Families**, 740 Rush St., Chicago 11. (M-35) Articles on wide range of interest to Christian families; problems of home, youth, marriage, church, community and world affairs up to 2,000 words. Prefers strong anecdotal and narrative style. Currently not buying fiction. Fillers: personal incidents or congenial humor. Life-type picture stories and color transparencies. Pictures of unusual Methodist personalities and Methodist activities with universal appeal. Leland D. Case, Editor. Payment varies depending on quality of material, originality, etc. Acc.

**Toronto Star Weekly**. See **Star Weekly Magazine**.  
**Tracks Magazine**, Terminal Tower, Cleveland 1, O. (M-10) Articles on railroad subjects 500-1,500; short, humorous railroad fiction; jokes; cartoons. Ted O'Meara, Editor. 3c. Acc.

**Travel**, 50 W. 57th St., New York 19. What to do and see—with cost worked in—anywhere in the world, 1,000-3,000, 2,500 preferred. Also articles on places to retire—other than islands. Photos, cartoons. Works 3-4 months in advance. Malcolm McTear Davis, Editor. \$50-\$100. Acc.

**True Western Adventures**, 67 W. 44th St., New York 36. (Bi-M-35) Stories of 5,000 preferred, but may be as brief as 3,000—or longer than 5,000 if story demands. Must be true happenings in the Old West, about 1865-1900. Generally a strong central character resolving a tough situation or a famous situation from a new angle. Hero or villain may be lead character. Photos of the Old West. James Wyckoff, Editor. 5c, photos \$10. Acc. Query is required.

**Western World Magazine**, 1626 Jefferson Place, N.W., Washington 6, D.C. (M-75) Articles 2,000-2,500 slanted toward the Atlantic Community; may be about political, economic, sociological, or cultural subjects; good literary quality required. Suitable humor and satire. Fillers. Cartoons. Edgar Ansel Mowrer, North American Editor. Payment by arrangement. Acc. Query.

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**Westways**, 2601 S. Figueroa St., Los Angeles 54, Calif. (M-20) Articles 500-1,200, photos of outdoors, natural science, history, etc.—on 11 Western states, British Columbia, Alberta, Saskatchewan, Hawaiian Islands, Alaska, Mexico. Verse. Cartoons. Patrice Manahan, Editor. 8c, photos, black and white only, \$7.50. Acc.

**Your Health**, 11 W. 42nd St., New York 36. (Q-35) Sound, helpful, readable articles on all phases of physical and mental health. Occasional first-person experience stories. Fillers. Donald G. Cooley, Editor. Good rates. Acc.

**Your Life, Today's Guide to Desirable Living**, 11 W. 42nd St., New York 36. (Bi-M-35) Inspirational, helpful articles on living; personality profiles, to 2,500; quizzes; brief games; fillers. John J. Green, Managing Editor. First-class rates. Acc.

### General Magazines—B

**Air Force Magazine and Space Digest**, Mills Bldg., 17th St., and Pennsylvania Ave., N.W., Washington 6, D. C. (M-35) Fiction closely related to military aviation and space activities, 1,500-2,000. Articles on military aviation, current and historical, and on space projects, 2,000-3,000. Cartoons. John F. Loosbrock, Editor; Richard M. Skinner, Managing Editor. 3c-5c, cartoons \$5-\$15. Acc.

**All Florida Magazine**, 116 E. Washington St., Ocala, Fla. Weekly supplement of 21 Florida newspapers. Tightly written topical slant or personality articles to 1,000; good selection of 8 x 10 glossy photos. Gene Gruber, Editor. 3c, photos \$2. Pub.

**American Business Magazine**, 4660 Ravenswood Ave., Chicago 40. (M-35) Articles, preferably signed by top executives, on management aspects of business—the management "why" rather than "how to." Case histories of new methods. Especially wants one-page features, with one picture or chart. Photos. Charles F. Johnson, Editor. One-page features \$35, 1,500-2,000 words \$50 up. Pub., except when held over a month.

**American Forests**, 919 17th St., N.W., Washington 6, D. C. (M-50) Articles on trees, forests, soil conservation, land management, water development, outdoor recreation. Profiles and interviews with people who have done interesting things in the renewable natural resources field. Biographies of citizens serving conservation; query. Length 1,000-2,500. Outdoor photos. James B. Craig, Editor. 3c up; exceptional black and white photographs on unusual oddities and nature closeups in the outdoors, \$10. Acc.

**American Heritage**, 551 Fifth Ave., New York 17. (Bi-M-\$2.95) Articles on prominent persons and events in American history, running to 3,500 or 4,000 words, susceptible of illustration. "These articles should be the result of research and should add genuine new light or understanding to history; we do not want simple retelling of familiar tales, or stories of regional or antiquarian interest." Bruce Catton, Editor. \$250 up on an article. Acc.

**The American Mercury**, 250 W. 57th St., New York 19. (M-35) Timely articles on life in the United States; Americana; nature; new scientific discoveries; biographies; travel; humor. 500-2,500. Fillers. Political articles usually assigned. No fiction or verse. \$25-\$200. Pub. Query with outlines. Acc.

**The American-Scandinavian Review**, 127 E. 73rd St., New York 21. (Q-\$1) Short stories 1,500-2,500. Articles 2,000-3,000 dealing with Scandinavian countries or Scandinavians in America. Verse. Photos. Erik J. Friis, Editor. Articles and stories \$30-\$40, verse \$7.50-\$15, pictures \$5. Acc.

**The American Scholar**, United Chapters of Phi Beta Kappa, 1811 Q Street, N.W., Washington 9, D. C. (Q-\$1) Articles on subjects of substantial general interest in clear and unpedantic language, 3,000-4,000; poetry. Hiram Haydn, Editor. Articles \$75, poetry \$10-\$25. Acc.

**The AOPA Pilot**, Box 5960, Washington 14, D.C.

Official magazine of the Aircraft Owners and Pilots Association. Human interest factual articles on civilian flying; first-person and how-to articles especially desired. Also features 100-300 built around a single photograph. Max Karant, Editor; Charles P. Miller, Managing Editor. 5c, photos and sketches \$5-\$10. Acc. Query.

**Army Magazine**, 1529 18th St., N.W., Washington, D.C. Original articles, translations—military subjects. Lt. Gen. Walter L. Weible (ret.), Editor; John B. Spore, Executive Editor. 2½c-5c. Pub.

**Astrology Guide**, 441 Lexington Ave., New York 17. (M-35) Non-technical and technical articles on all phases of parapsychology and astrology; material in which astrology is shown as a guide to help people. Average length 1,500-2,000. Dal Lee, Editor. 1c-1½c. Before pub.

**The Atlanta Magazine**, 31 Third St., N.E., Atlanta, Ga. (M) Fiction. Features. Cartoons. Humorous fillers. All material must reflect "living in the modern South." Sherwood Broome, Editor. Approx. 2½c. Pub. Query.

**Audubon Magazine**, National Audubon Society, 1130 Fifth Ave., New York 28. (Bi-M-50) Articles on birds, mammals, plants, reptiles, amphibians, insects; wildlife and conservation of region or locality; biographical sketches of living naturalists; how-to-do and personal experience on wildlife projects 1,500-2,500. No poetry or fiction, or articles about hunting, fishing, trapping, fur farming, or about cagebirds and domestic animals. Photos black and white only. John K. Terres, Editor. \$15-\$75, photos \$3 (cover picture \$15). Acc. Query.

**The Ave Maria**, Notre Dame, Ind. (W-15) A Catholic general interest magazine with a family slant. In particular need of exceptional fiction 1,500-3,000. Articles 800-3,000 on social problems, current events, Catholic doctrinal or devotional ideas; family pieces; light-touch pieces for family audience. Poetry. John Reedy, C.S.C., Editor. Regular rate 1½c but up to 5c for exceptional material. Acc. Query on articles with qualifications listed.

**Barron's National Business & Financial Weekly**, 50 Broadway, New York 4. (W-35) Financial and economic subjects of direct interest to investors, 1,200-2,000. Robert M. Bleiberg, Editor. \$100-\$150 an article. Pub. Query.

**Breezy**. See **Humorama, Inc.**

**Canadian Geographical Journal**, 54 Park Ave., Ottawa, Canada. (M-50) Illustrated geographical articles 1,000-2,000. Gordon M. Dallyn, Editor. 1c up. Acc.

**Car Life**, 41 E. 42nd St., New York 17. (M-35) General automotive articles carrying consumer appeal. Cartoons. Photographs. Good rates; photos \$5. Acc.

**Challenge, The Magazine of Economic Affairs**, 475 Fifth Ave., New York 17. (M-20) Articles 1,600-2,000 on activities and issues in (1) economics and economic topics, (2) social problems, politics, and science—of personal, local, regional, national, or international focus, but in all instances always of economic significance. Seeks objective, concise, lively journalistic treatment with close attention to economic fundamentals. Haig Babian, Editor. Varying rates. Acc. Query.

**The Chicago Jewish Forum**, 179 W. Washington St., Chicago 2. (Q-\$1.25) Jewish and minority problems. Fiction, poetry, and essays on cultural, theological, economic and sociological themes. Benjamin Weintraub, Editor. 1c. Acc.

**The Christian Century**, 407 S. Dearborn St., Chicago 5. (W) Religious and social-conscious articles 1,500-2,500. Verse of high quality. Harold E. Fey, Editor. 2c. Pub. No payment for verse.

**The Christian Science Monitor**, 1 Norway St., Boston 15, Mass. (D-5) Articles, essays, for editorial and department pages, to 800; forum to 1,200; poems, jokes, fillers, photos. Erwin D. Canham, Editor. Varying rates. Acc.

**Comedy Magazine**. See **Humorama, Inc.**

**Computers and Automation**, 815 Washington St.,

**Newtonville 60, Mass.** (M-\$1.25) Articles related to computers by informed authors 1,000-3,000. Possibly cartoons. Edmund C. Berkeley, Editor. \$10-\$15 an article. Pub. Query.

**Cool, Most Publications, Ltd.**, 166 W. 72nd St., New York 23. (Bi-M) Same requirements as **Hep Cats**, below.

**Cue**, 6 E. 39th St., New York 16. (W-20) Short articles on lighter side of New York City living. Few by freelancers—most are staff-written. Emory Lewis, Editor. \$75-\$100. Acc. Query by mail.

**The Desert Magazine**, Palm Desert, Calif. (M-35) Illustrated features, preferably in first person, from the desert Southwest on travel, nature, mining, archeology, history, recreation, exploration, personalities, homemaking, desert living, Indians, semiprecious gem fields; maximum 2,500. Must have the "feel" of the desert country. Photos essential with contemporary material. Randall Henderson, Editor. 1½c up, photos \$3. Acc.

**The Diplomat—Travel, Fashion, Society Review**, National Press Bldg., Washington 4, D.C. (M-50) Luxury travel pieces to 1,000 on colorful areas abroad; sophisticated feature articles to 900 playing up social notables; features to 800 drawing subtle comparisons between social customs in the U.S.A. and other countries. Sophisticated light verse. Cartoons. Photographs. Hope Ridings Miller, Editor-in-Chief. Pub. Queries important.

**Down East Magazine**, Camden, Maine. (10 times a yr.-\$10) Articles marine, historical, character to 2,500. Photographs. All material must be directly related to Maine. Margaret Shea, Editor. Articles \$30-\$50. Acc.

**The Elks Magazine**, 386 Fourth Ave., New York 16. (M) National publication of the B.P.O.E. Short stories 3,500-5,000; no fiction of other lengths. Articles—sports, hunting, fishing—and also serious features. Policy is to plan articles and then assign them to national magazine writers. Photos. No verse, fillers, or cartoons. Lee C. Hickey, Editor. High rates. Acc. Query. An unlikely market for any but outstanding writers.

**Empire Magazine**, Denver Post, 650 15th St., Denver 1, Colo. (W-15, with Sunday **Denver Post**) General interest features 250-1,750 on personality, outdoors, domestic, authentic history; verse to 20 lines; fillers; photo-features; cartoons. All material must have strong Western peg. H. Ray Baker, Editor. 1½c up; photos \$5. Acc.

**Family Herald**, 245 St. James St., W., Montreal, Que., Canada. (W-5) Stories 1,500-4,000, romance, adventure, mystery, etc., for rural family audience. H. Gordon Green, Editor. \$100. Acc.

**Family Weekly Magazine**, 179 N. Michigan Ave., Chicago 1. (W-supplement to newspapers in over 175 cities) Articles. Short-short fiction. Human interest appeal to entire family. 1,400-2,000 words. Ben Kartman, Editorial Director. Strong lead articles \$150-\$300, other articles \$50 up. Acc. Query.

**The Fishermen's Digest**, 925 W. Jackson Blvd., Chicago 7. (A-\$2.95) Technical articles on fishing, fishing equipment and techniques, and related subjects, preferably heavily illustrated, to 8 pages. Fillers of 1 page. Cartoons. Photographs. Tom McNally, Editor. Varying rates averaging 4c-5c, cartoons \$5-\$10, photos \$7.50. Acc. Query. Not now buying.

**Flying**, 1 Park Ave., New York 16. (M-35) Edited for pilots, private and corporate aircraft owners, service operators, and others connected with or interested in aviation. Articles 1,500-2,000 on civil and military flying experiences, techniques in flying, air power development, travel, new planes and equipment, sports flying, business flying, flying lore. Black and white and color photos. Gill Robb Wilson, Editor. \$50-\$150, black and white photos \$5 up, transparencies \$75 up. Acc.

**Forbes Magazine (of Business and Finance)**, 70 Fifth Ave., New York 11. (Semi-M-50) Readership predominantly among investors; interested in narra-

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tive-form articles about major U. S. corporations with stock in public hands, accounting for their changing fortunes. Also instructive feature articles directed at investors. Informal, casual photos. Byron D. Mack, Editor. Articles \$50-\$250. Pub. Query.

**Forest and Outdoors Magazine**, 4795 St. Catherine Ct., W., Montreal 6, Canada. (M-25) Official publication of the Canadian Forestry Association and the Ontario Federation of Anglers & Hunters. Photo features of 6-12 pictures pertaining to hunting, fishing, and other outdoor sports. Filler photo stories of 1 or 2 pictures on how-to subjects. Unusual outdoor news photos. No text stories. Some second rights purchased. R. J. Cooke, Editor. Photos \$2-\$4. Pub. Acc. if author requires. Query on material involving much photographic work.

**The Freeman**, Foundation for Economic Education, Irvington-on-Hudson, N. Y. (M-50) Articles explaining and promoting such libertarian ideals as private ownership, willing exchange, open competition, and limited government. Paul L. Poirot, Managing Editor. 5c. Pub.

**Frontier**, 1256 Westwood Blvd., Calif. (M-35) Liberal viewpoint on affairs in the Western states, especially California. Journalistic reports around 2,500; occasional profiles; high quality required. Phil Kerby, Editor. 1c. Pub. Query.

**Frontiers**, 19th St. and Parkway, Philadelphia 3, Pa. (5-times yr.-50) Natural history articles, 1,800-2,000. Must be scientifically accurate but in adult layman's language. Photos in story sequences or with articles. McCready Huston, Editor. Prices by arrangement. Pub. Query.

**Gaze, Gee Whiz!** See **Humorama, Inc.**

**Good Business**, Lee's Summit, Mo. (M-15) Articles 800-1,600 emphasizing Christian principles in business. First-person stories especially desired. Fillers up to 400 words; poems 20 lines or less, on business themes. Photos of industrial subjects with business slant. James A. Decker, Editor. 2c up, poetry 35c a line, photos \$6. Acc.

**Gourmet**, Penthouse, Hotel Plaza, New York 19. (M-50) Sophisticated, entertaining, authentic informative articles about food and good living; 2,500-3,000 including recipes as necessary. Cartoons. Earle R. MacAusland, Editor. \$150-\$200. Within 6 wks. of acc.

**The Grail**. Now named **Marriage: The Magazine of Catholic Family Living**. See listing under Women's and Home Service Magazines.

**Greater Philadelphia Magazine**, 1831 Chestnut St., Philadelphia 3, Pa. (M-35) Articles to 1,500 on a variety of subjects dealing with Greater Philadelphia area, with emphasis on business community; personality sketches of local business and industrial executives; executive hobbies; business success stories; photo series. Arthur Lipson, Editor and Publisher; Alan Halpern, Executive Editor. To \$25 an article. Pub.

**Grit**, Williamsport 3, Pa. (W-10) Odd, strange pictures, brief text; personalities and articles of general interest, 300-500; short illustrated articles for women's and children's pages. 2c, photos \$3. Acc.

**Guideposts**, 345 E. 46th St., New York 17. (M) Articles, preferably first person, 750-1,500, showing how spiritual principles have been applied to daily living. Must be factual; avoid essay or editorial approach. Short features. Leonard E. LeSourd, Executive Editor. \$15-\$100. Acc. Query.

**The Gun Digest**, 925 W. Jackson Blvd., Chicago 7. (A-\$2.95) Technical articles on firearms, shooting, hunting, and related subjects; historical material relating to firearms; from 1-page fillers to definitive treatises. Photographs. John T. Amber, Editor. Varying rates, averaging 4c-5c, photos \$7.50. Acc. Query.

**Guns Magazine**, 8150 Central Park Ave., Skokie, Ill. (M-50) Articles 1,500-3,000 on all aspects of gun sport; articles on prominent shooters, designers, or other persons important in the gun game. Controversial topics provided they have authenticity and reader interest; shooting tips and techniques. Photographs.

Cartoons. E. B. Mann, Editor; William B. Edwards, Technical Editor. 5c, cartoons \$10, photos \$5. Pub. Query.

**Hep**, P. O. Box 2257, Fort Worth, Texas. (M-25) Top quality features including scandal, exposé, entertainment, with two or more pictures closely keyed to the subject. Also crime, true love, and confession stories. All material must deal with the Negro race in some exciting way. Adelle Jackson, Editorial Director. Open rates. Acc. Query.

**Hep Cat's Digest**, Most Publications, Ltd., 166 West 72nd Street, New York 23. (Bi-M) Articles for digest-type of magazine, 500 to 1,000 on teen-agers, particularly rock 'n' roll features. Fillers, poems, cartoons. Robert E. Fischer, Editor. 1c-3c, photos \$3-\$5. Pub.

**Hep Cats**, Most Publications, Ltd., 166 West 72nd Street, New York 23. (Bi-M) Articles 500 to 1,000 on teen-age, particularly rock 'n' roll features; celebrities; news of teen-age doings in various sections of country. Fillers to 50 words. Poems. Cartoons. Robert E. Fischer, Editor. 1c-3c, photos \$3-\$5. Pub.

**HiFi Review**, 1 Park Ave., New York. (M-35) 1,500-3,000-word features on use and enjoyment of high fidelity equipment. Heavy emphasis on composers, conductors, and orchestrations of best discs and tapes. Photographs. Some humor. No fiction. No verse. No fillers. Oliver P. Ferrell, Editor. 5c-10c, photos \$10-\$20. Acc.

**High Fidelity Magazine**, Great Barrington, Mass. (M-60) Articles 2,500-3,000 on music, musicians, records, sound-reproduction, and allied subjects connected with the listener's art. Verse, fillers, cartoons, photographs only if relevant. John M. Conly, Editor. Payment arranged for on acc.

**Hometown—The Rexall Magazine**, 8480 Beverly Blvd., Los Angeles 54, Calif. (M-free) Fiction 1,800-3,300 with family appeal, humor, light romance; no crime or controversial subjects. Occasional articles 1,000-2,000 of interest to homemakers, family, on how-to-do home projects, interesting people, interesting places, child care, etc. Oversupplied with fillers, quizzes, cartoons. V. W. Beardsley, Editor. Fiction to \$100, articles to \$50, pictures \$5. Acc.

**Horizon**, 551 Fifth Ave., New York 17. (Bi-M-\$1.95) Interesting, authoritative articles on the creative arts, directed to cultivated, intelligent readers. No fiction. Joseph J. Thorndike, Jr., Editor; William Harlan Hale, Managing Editor. \$200-\$500. Acc.

**Humorama, Inc.**, 667 Madison Ave., New York 21. Comprises: **Joker**, **Jest**, **Comedy**, **Breezy**, **Gee Whiz!**, **Snappy**, **Gaze**. Cartoons in the girl cheesecake field; also general cartoons; submit roughs. Jokes to 250 words, fillers with humor, epigrams with a quip or message, satire to 1,000 words. No clippings or reprints. Ernest N. Devver, Editor. 3c, verse 35c a line, cartoons \$9 up. Acc.

**Ideals**, 3510 W. St. Paul Ave., Milwaukee 1, Wis. (Q-\$1.50) Poems, short stories, articles. Kodachromes, art work—inspirational, patriotic, religious, family, childhood, nostalgic subjects. The magazine is devoted to "clean, wholesome, old-fashioned American ideals." Van B. Hooper, Editor. \$10 an article or poem, photos \$5 up, transparencies \$25 up. Pub. Query before submitting material.

**Inside Story**, J. B. Publishing Corporation, 157 W. 57th St., New York 19. Authentic inside stories about people, news, social phenomena; no scandal. Definitive articles about famous people. D. C. Elberon, Editor. 5c. Query.

**Jest Magazine**. See **Humorama, Inc.**

**Joker**. See **Humorama, Inc.**

**Jubilee**, 377 Fourth Ave., New York 16. (M-35) A national pictorial monthly of Catholic life, edited by laymen. Not in market for text pieces. Picture stories only, at \$5 a picture. Edward Rice, Robert Lax, Senior Editors. Do not query.

**Laugh Book Magazine**, 438 N. Main St., Wichita 2, Kan. (M-35) Humorous articles, stories, anecdotes to 1,000 words. Themes deal with domestic situations

and events common to and familiar to most readers. No clippings. Charley Jones, Editor. 2c-3c, cartoons to \$25, jokes 50c, verse to 50c a line. Acc.

**Law and Order**, 72 W. 45th St., New York 36. (M-35) Directed to law enforcement officers, particularly chiefs of police. Articles 1,000-1,500, chiefly by persons in law enforcement field; most of them assigned. A few cartoons. Lee E. Lawder, Editor. 2c, cartoons \$5. Pub. Query.

**Leatherneck**, P. O. Box 1918, Washington 13, D. C. (M-30) Fiction, humor, articles to 3,000. Must have strong Marine Corps slant. Shorts to 1,500. Donald L. Dickson, Editor. 6c a word to \$200 a story or article. Acc.

**The Marine Corps Gazette**, Box 1844, Marine Corps Schools, Quantico, Va. (M-30) Professional military, Marine Corps, naval, air articles, illustrated, with emphasis on amphibious warfare—1,000-5,000. Lt. Col. John A. Crown, USMC, Editor. 3c-6c. Acc.

**Mature Years**, 201 Eighth Ave., S., Nashville 2, Tenn. (Q) Fiction 1,500-2,000 of interest to older adults. Articles 1,200-1,500 for same group—hobby, devotional, activities. Verse. Photos. John W. Cook, Editor. 1c-2c, photos \$5-\$6. Acc.

**Mexico This Month**, Calle Atenas 42-601, Mexico 6, D.F. Articles 1,000-1,200 on off-the-beaten-track Mexican material—light, humorous twist desired. Good picture stories. Anita Brenner, Editor. About \$24 an article. Pub.

**The Miraculous Medal Magazine**, 475 E. Chelton Ave., Philadelphia 44, Pa. (Q) Any good story to 2,500 that agrees with Catholic teaching. "We don't buy sermons—the story is the thing." Verse on religious themes, especially the Virgin Mary, to 20 lines, but preferably shorter. Rev. Joseph A. Skelly, C.M., Editor. 1½c up, verse 50c a line up. Acc.

**Modern Age: A Conservative Review**, 64 E. Jackson Blvd., Chicago 4. Short stories 2,000-8,000. Articles 2,000-8,000 on politics, theology, philosophy, etc. Serious poetry. All material must be of high intellectual quality. Russell Kirk, Editor. To \$150. Pub. Query on articles.

**Montana, the Magazine of Western History**, Roberts at Sixth Ave., Helena, Mont. (Q-75) Authentic but readable 3,000-5,000-word historical articles about the West—Arizona, Nevada, Utah, Wyoming, Nebraska, Texas, California, Colorado, North and South Dakota. Primarily interested now in fur trade, mining, and open range ranching articles. Michael Kennedy, Editor. Moderate rates. Pub. Query.

**Most, Most Publications, Ltd.**, 166 W. 72nd St., New York 23. Requirements same as for **Hep Cats**, above.

**Motor News**, 139 Bagley Ave., Detroit 26, Mich. (M-25) Outdoor adventure and travel articles. Photos. Covers United States but is especially interested in Michigan and nearby states. William J. Trepagnier, Editor. \$50-\$100. Acc.

**Movie Mirror**, 441 Lexington Ave., New York 17. (M-25) Fresh, exciting stories about the top movie stars. Interviews on specific phases of a movie star's life also acceptable. Feature stories must be new and exclusive. All stories must lend themselves to photographs. Also uses third person articles about the movie stars—unusual ideas. Exclusive picture sets. Length 2,000 words. Richard Heller, Editor. \$100 up. Acc. Query.

**The Nation**, 333 Sixth Ave., New York 14. (W-20) Articles on current events of social and political significance; emphasis on good reportage. Liberal viewpoint. No verse. Carey McWilliams, Editor. 2c. Pub. point.

**The National Guardsman**, 100 Indiana Ave., N.W., Washington 1, D.C. (M-25) Military (Army and Air Force, not Navy, Coast Guard, Marine) articles 500-3,000. Military cartoons. Allan G. Crist, Editor. 3c up, cartoons \$7.50. Pub.

**The National Humane Review**, 896 Pennsylvania St., Denver 3, Colo. (Bi-M-15) Humorous stories about animals, photo stories, single photos, that tell story of kindness. Material dealing with children

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**National Review**, 211 E. 37th St., New York 16. (W-20) Articles 1,000-3,000 on politics, foreign affairs, the arts. Political cartoons. Conservative viewpoint. William F. Buckley, Jr., Editor. Pub. Query.

**Nature Magazine**, 1214 16th St., Washington, D.C. (10 issues a year-50) Illustrated nature articles 1,000-2,000; fillers with pictures 100 to 400; short verse. (Currently overstocked with fillers and verse.) R. W. Westwood, Editor. 1c-3c. Acc. Query.

**The New Christian Advocate**, 740 N. Rush St., Chicago 11. (M-35) Now edited for ministers only. Articles 1,200-1,500 on preaching, the ministry of music, pastoral care, church administration, counselling on personal problems, missions, the parsonage family. No fiction. Photographs may be submitted with manuscript as illustrations. Sonnet length verse, or shorter. T. Otto Nall and Newman S. Cryer, Jr., Editors. Varying rates. Acc.

**New Mexico Magazine**, Santa Fe, N. M. (M-25) Illustrated articles on New Mexico, 1,500. George Fitzpatrick, Editor. \$15-\$25 an article, 4 x 5 transparencies for color section, New Mexico subjects only, \$25. Pub. Verse, New Mexico scene only, no payment.

**New Republic**, 1244 19th St., N.W., Washington 6, D.C. (W-20) Articles to 3,000 on political, cultural, and social subjects. Gilbert A. Harrison, Editor. Payment by arrangement. Query.

**Oklahoma Today**, P. O. Box 3331, State Capitol Station, Oklahoma City, Okla. (Q-50) Authoritative articles on all subjects within the Oklahoma scene. "Oddments" (offbeat material in prose or verse about Oklahoma). Black and white photos and color transparencies of high quality. Dave Loe, Editor. 2c, photos \$5, color transparencies \$15-\$25. Pub. Query on articles essential.

**Oldsmobile Rocket Circle Magazine**, 41 E. Oak St., Chicago 11. (M-free) Non-commercial material similar to that in mass consumer magazines. Photos. High-class, sophisticated treatment of spectator sports, entertaining, entertainment world, travel. Miss Barbara DaVee, Manuscript Editor. Payment by negotiation.

**Opinion**, 1123 Broadway, New York 10. (M-25) Articles 2,000; short stories 2,000; verse; fillers; all of Jewish interest. 1c. Pub.

**The Optimist Magazine**, 1721 Railway Exchange Bldg., St. Louis, Mo. (M-25) Articles of interest to businessmen—industry, science, government, economics, travel, human interest. Ralph J. Gentles, Editor. 3c. Pub.

**Our Dumb Animals**, 180 Longwood Ave., Boston 15, Mass. (M-15) S.P.C.A. organ. Animal articles and stories, not fiction, to 600; photos. W. A. Swallow, Editor. ½c, photos \$1 up. Acc.

**Our Navy**, 1 Hanson Place, Brooklyn 17, N. Y. (Bi-M-25) Articles and fiction (action or humor) with strong Navy enlisted slant; must entertain or inform the enlisted U. S. Navy bluejacket. Frank Uhlig, Jr., Editor. Payment at varying rates. Pub.

**Our Sunday Visitor**, Huntington, Ind. (W-5) Articles of Catholic interest 850-1,000. F. A. Fink, Managing Editor. 2c up. Acc.

**PEN (Public Employees News)**, 444 Sherman St., Denver 3, Colo. (M) Articles and fiction 1,000-2,500, illustrated with photos if possible. Original anecdotes 100-200. Glenn A. Reineke, Managing Editor. 3c, cartoons and photos \$5. Acc. Copy of magazine will be sent on request.

**People and Places**, 1800 W. Fullerton Ave., Chicago 14. (M-free-controlled) Human interest picture stories on people and places in the United States. Quality of pictures is of major importance; top quality, candid, unposed type, plenty of animation and human interest; usually requires first rights; returns unused photographs. Ralph N. Swanson, Editor. 2 wks. after acc.

**Photoplay**, 205 E. 42nd St., New York 17. (M-20) Personality features on Hollywood stars, 3,000. Can-

did photos of stars. Almost all stories are assigned to avoid duplication, and there is a very limited freelance market. Evelyn Pain, Editor. Open rate. Acc. Query essential.

**Popular Electronics**, 1 Park Ave., New York 16. (M-35) Articles on construction of electronic gadgets, receivers, hi-fi equipment, etc., 500-2,500 words. Fillers. Cartoons. No fiction except by experienced writers in the electronic field. Oliver Read, Editor. Varying rates for text, cartoons \$7.50. Acc.

**Quote**, Droke House, Indianapolis 6, Ind. (W-15) Original anecdotes to 150 words for the use of public speakers. Original epigrams. Occasional 4-line light verse. Maxwell Droke, Editorial Director. Varying rates according to quality. Acc.

**The Reign of the Sacred Heart**, Box 304, Chamberlain, S. D. 1,500 words up. Adventure, mystery, love, home, adjustment to surroundings, racial problems—anything of interest to the general reader, provided it is clean and wholesome. "Fiction that contains a good lesson, either implied or expressed, and stories portraying self-sacrifice and unwavering loyalty and dedication to a cause are most welcome." Prefers surprise endings. Rev. George Pinger, S.C.J., Editor. 1½c. Acc.

**Rod and Gun in Canada**, Gardenvale, Que., Canada. (M-20) Personalized, action-filled hunting and fishing articles to 1,800. "Issue" material involving controversy between provinces and federal government, between areas, between various groups. How-to material on outdoor topics. Some cartoons. News photos. Reg. R. Fife, Editor. Varying rates, cartoons \$5, photos \$2-\$5. Acc. Query.

**Rosicrucian Digest**, Rosicrucian Park, San Jose, Calif. (M) Articles on almost any subject—the sciences, the arts, human relations. Constructive thinking related to everyday living—not obvious surface matters, but using as common ground, thought which is of the universal. No fiction, poetry, or editorials. Frances Vejtas, Editor. 2c or by arrangement. Acc.

**The Saturday Review**, 25 W. 45th St., New York 36. (W-20) Literary and general articles of ideas, philosophy, education. Poetry of quality. Cartoons. Photos. Articles \$75-\$250, verse 50c a line, pictures \$10. Pub. Query.

**Scenic South**, Standard Oil Company (Kentucky), Starks Bldg., Louisville 2, Ky. Photographs with captions—single or in series—showing subjects of scenic, historical, and general interest in Alabama, Florida, Georgia, Kentucky, Mississippi. Black and white glossy prints 8 x 10 for inside pages; transparencies 4 x 5 or larger for covers. Robert B. Montgomery, Editor. Black and white photos \$5-\$10, color transparencies \$7.50. Acc. Copies of magazine available to freelance photographers.

**Seattle Times Sunday Magazine Section**, Box 1892, Seattle 11, Wash. (W-20) Features on Pacific Northwest subjects only, 1,000-1,200. Picture layouts on regional topics for roto section. No fiction or verse. Chester Gibbon. \$15 for unillustrated article; \$25 with suitable art. Pub.

**Sepia**, 1220 Harding, P. O. Box 2257, Fort Worth, Texas. (M-25) Top quality picture stories including news, exposé, entertainment, sports, oddities, all with pictures closely keyed to story. All material must deal with the Negro race. Mrs. Adelle Jackson, Editor. \$50-\$200 for complete story with pictures. Acc. Query.

**Short Stories Magazine**. Now **Short Stories for Men**. See under Men's Magazines.

**Ski Magazine**, Hanover, N. H. (Six issues October through March-50) Articles 400-2,000 on ski trips, controversial subjects, techniques, equipment, resorts, personalities. Humor, fillers about skiing. Cartoons. Fred Springer-Miller, Editor. 1c-5c, photos \$1-\$10. Acc.

**SKIPPER**, 50 State Circle, Annapolis, Md. (M-35) Outstanding sea fiction 3,000-5,000. Articles 2,500-3,000 with human interest approach to boating, cruising, racing, boats, ships, and the sea. Interested in controversial materials if fair and documented.

Photographs and photo essays. H. K. Rigg, Editor. 3c up, photos \$5 up. Pub., except by special arrangement.

**Southwest Review**, Southern Methodist University, Dallas 5, Tex. (Q-75) Quality stories to 3,000. Articles on regional, literary, national, world problems. Poetry. Allen Maxwell, Editor. Prose 1/2c, \$5 a poem. Pub.

**Stare**, 667 Madison Ave., New York 21. (Bi-M-25) Photos—cheesecake, pinups, unusual human interest. Steve André, Editor. Photos \$6—contact prints considered. Acc.

**Sun**, Box 142, Oakland, N. J. (M) International nudist magazine. Stories and articles, especially editorials, about nudism per se or in any field of allied interest such as mental and social hygiene, physical culture, nutrition, recreation. Photos, cover transparencies. Margaret A. B. Pulis, Editor. 1c, photos \$3, transparencies \$5-\$10. Pub.

**Sunshine & Health**, Box 142, Oakland, N. J. (M) American nudist magazine. Requirements as for **Sun**, above.

**Sunshine Magazine**, The House of Sunshine, Litchfield, Ill. (M-15) Human interest topics which tend to develop character or overcome weaknesses and difficulties or which demonstrate helpful conduct toward people or causes. Stories should be forceful with surprising climax. No love triangle or deathbed stories. Maximum 1,500 words; 1,200 preferred. No poetry. Henry F. Henrichs, Editor. Rate according to merit. Acc.

**The Tamarack Review**, Box 157, Postal Station K, Toronto 12, Ont., Canada. (Q-\$1) Fiction of literary quality to 10,000. Critical essays, travel, criticism of movies, TV, drama, to 10,000. Verse of literary quality. About 1c. Pub.

**Theatre Arts**, 205 W. 45th St., New York 36. (M-50) Articles on the theatre and associated arts, 500-2,000. Most material written on assignment. Varying rates. Pub.

**Thimk**, 21 W. 26th St., New York 10. (Bi-M-25) Scripts from which cartoon-style parodies can be drawn—may satirize television, newspapers, magazines, social phenomena in general. A few very short parodies without drawings, satirizing newspaper columns, etc. May use satirical cartoons; no gag cartoons. Alan Whitney, Editor. Varying rates. Pub. Query.

**Tic**, P. O. Box 350, Albany 1, N. Y. Articles for dentists on dental or dental related themes, 800-2,400. Cartoons; photographs and other illustrations individual or series. To \$75 an article. Acc.

**Town & Country**, 572 Madison Ave., New York 22. (M-75) Satirical, topical short stories, articles, essays, on unusual subjects, addressed to a general, mature audience. Small freelance market. Varying rates. Acc.

**Tradition**, 16854 Hamilton Ave., Detroit 3, Mich. (M-50) Articles 1,000-5,000 on phases of America's



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**What's Cookin' in New York**, 126 Clinton St., New York 2. (M-15) Informal, light, semisophisticated fiction and articles to 800. Humor. Verse. Food and entertainment material preferred. Helen Dunn, Editor-Publisher. Contributors' copies only.

**Yale Review**, 28 Hillhouse Ave., New Haven, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 4,000-5,000. Quality short stories. Poetry. J. E. Palmer, Editor; Paul Pickrel, Managing Editor. Good rates. Pub.

**Yankee**, Dublin, N. H. (M-25) Articles on New England subjects to 2,000. Address Editor at Dublin, N. H. Poetry, any subject but not over 30 lines. Address poetry to Jean Burden, 403 Ventura St., Alameda, Calif. 2c-10c, poems \$5. Pub. or Acc.

**Your Personal Astrology Magazine**, 441 Lexington Ave., New York 17. (Q-50) Astrological articles helpful to the individual reader. Average length 1,500-2,000. Dal Lee, Editor. 1c-1½c. Before pub.

### Men's Magazines

**Adventure Magazine**, 205 E. 42nd St., New York 17. (M-25) Short stories 2,000-7,000; short-shorts 1,000-1,800; novelettes 10,000-20,000. Articles 2,-000-6,000 on adventure, men at work, sports, science, exploration. Fillers 5-1,000. Cartoons. Photos. Alden H. Norton, Editor. Fiction \$250 up, non-fiction \$150 up. Acc.

**Argosy**, 205 E. 42nd St., New York 17. (M-35) Strong lead articles of general male interest, controversial or exposé, in fields familiar to men. For secondary material, male action articles including personal adventure stories (present or historical) and outdoor stories of all kinds. One fiction novelette and three short stories per issue; all subjects of interest to men. Cartoons. Henry Steeger, Editor; Alden H. Norton, Executive Editor. Bruce Cassiday handles fiction. Address article queries to Joanne Pavincich. \$350-\$1,-000. Acc.

**Caper**, Division St., Derby, Conn. (Bi-M-50) Strong, earthy fiction in the Saroyan, O'Hara, Hemingway vein, 1,250-3,000. Satires, humorous takeoffs on the American way of life; sports, music personalities, male fashions from a sophisticated viewpoint. Douglas Allen, Editor. Top rates. 30 days after acc. Query on special articles.

**Cavalcade**, Skye Publishing Co., 16 E. 55th St., New York 22. (Bi-M-35) Articles and first-person adventure and sports stories, 2,000-5,000. Exposé articles. Bill Guy, Editor. Acc.

**Cavalier**, 67 W. 44th St., New York 36. (M-25) Articles: adventure, exposé, sports, self-help—anything that has both excitement and interest for men.

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**Challenge for Men**, 444 Madison Ave., New York 22. (Bi-M-25) Articles 2,500-6,000—adventures, historicals, Westerns, exposés, medical, service stories. No freelance fiction. Cheesecake and action photo sets. Phil Hirsch, Editor. Articles \$150 up, photos \$10-\$25. Acc. Query.

**The Dude**, West Park Publishing Co., 48 W. 48th St., New York 36. (Bi-M) Ultrasophisticated but literary short stories. Off-beat articles of male interest, 1,000-3,000. No sin cities, no straight men's adventure articles. Light, urbane articles springboarding from the boudoir. Bruce Elliott, Editor. 5c-10c. Acc.

**Epic**, 16 E. 55th St., New York 22. (Bi-M-25) Adventure and outdoor articles to 5,000; picture stories. Billy Guy, Editor. Good rates. Acc.

**Escapade**, 1472 Broadway, New York 36. (Bi-M-50) Strong, earthy fiction in the Saroyan, O'Hara, Hemingway vein, 1,250-3,000. Satires, humorous takeoffs on the American way of life; sports, music personalities, male fashions from a sophisticated viewpoint. Douglas Allen, Editor. Top rates. 30 days after acc. Query on special articles.

**Esquire**, 488 Madison Ave., New York 22. (M-50) Sophisticated unsentimental articles, masculine viewpoint; essays, sketches, short stories; cartoons; controversial article ideas. Arnold Gingrich, Editor and Publisher. Pays according to quality and length. Acc.

**Fling Magazine**, 44 E. Superior St., Chicago 11. (Bi-M-50) Fiction 1,000-2,500 strictly adult, locale anywhere outside the U.S.A.; basic ideas unusual and off-beat; quality in writing a must. Satire 1,000-2,500, sexy and different but in good taste. Articles 1,000-2,000; controversial; interviews; biography; travel; some sports. Jokes. Sexy cartoons. Art Miller, Editor-Publisher. \$100 up, cartoons \$25 up, photos \$75 up. Acc.

**For Men Only**, 655 Madison Ave., New York 22. (M-25) Short stories to 6,000. Articles—first-person and third-person true, rugged, dramatic adventures. Dramatic profiles of fabulous personalities. Cartoons. Photographs. Noah Sarlat, Editor. To \$300, pictures to \$25. Acc. Query.

**The Gent**, West Park Publishing Co., 48 W. 48th St., New York 36. (Bi-M) Same requirements as **The Dude**, above.

**Good Humor**, Charlton Publications, Charlton Bldg., Division St., Derby, Conn. (Q-35) Subtle (implied) sex, man-type stories approximately 2,000. Humorous and satirical material. Cartoons. Photographs in series. Joseph R. Tendler, Editor. Varying rates on prose, cartoons \$5-\$25, photos \$100 per series. Acc. except cartoons, paid for on pub.

**The Grizzly**, 1844 Hyperion Ave., Los Angeles 27, Calif. (Bi-M-35) Military, action, adventure stories with romantic slant, 1,500-2,000. Worth Larkin, Editor. \$25 up. Pub.

**Male**, 655 Madison Avenue, New York 21. (M-25) First-person and third-person adventure stories, colorful personalities, men and provocative women, war adventure, Westerns, documented treasure stories. 5,000-5,500 words. No fiction. No shorts. No pulp writing. Photo illustrations. Bruce J. Friedman, Editor. To \$500, higher rates for 20,000 word features. Acc.

**Man's Conquest**, 441 Lexington Ave., New York 17. (M-25) Exciting personal adventure involving "man-against" man, beast, nature, etc. Articles on themes of specific interest to men, 2,500-3,000. Photographic illustrations if possible. No fiction. Jack Hoffman, Editor. \$125 up. Acc.

**Man's Illustrated**, 441 Lexington Ave., New York 17. (M-35) Male-slanted adventure articles with basis in newsbreak situations; also non-fictional treatment of themes of specific interest to men—2,500-3,000. Photos. No fiction. Jack Hoffman, Editor. \$125 up, open rate for photos. Acc.

**Man's Life**, 1790 Broadway, New York 19. (M-25) Stories to 3,500; should not be too lurid. Articles to 3,000—crime, adventure, sports. Sociological articles

of interest to men, such as "The American Man Is No Longer a Male." Cartoons—male slant. Harold Straubing, Editor. Fiction and articles \$150 up, additional for pictures, cartoons \$10. Acc.

**Man's Magazine**, 444 Madison Ave., New York 22. (M-25) Articles 2,500-6,000: adventures, historicals, true Westerns, exposés, medical, service stories. No freelance fiction. Cheesecake and action photo sets. Phil Hirsch, Editor. Articles \$150 up, illustrative photos \$10-\$25. Acc. Query.

**Man's World**, 655 Madison Ave., New York 21. (Bi-M-25) First-person or "as-told-to" true, rugged, dramatic adventures with photos if possible, to 6,000. Rugged photo stories. Third-person historicals, Westerns, profiles of fantastic characters. Noah Sarlat, Editor. To \$300, pictures to \$25. Acc. Query.

**Man to Man**, 21 W. 26th St., New York 10. (Bi-M-25) Red-blooded fiction and non-fiction to 3,000. Contemporary themes preferred, that are readily identifiable by the man in the street. Writing must be direct and fast-paced, and a strong woman interest is a selling point. First-person rendering goes well here. Everett Meyers, Editor. \$50-\$75. Pub.

**Men**, 655 Madison Ave., New York 21. Authentic true adventure stories, treasure, Westerns, war stories, colorful personalities, crimes, 5,000-5,500 words. 20,000-word book-length features. Cartoons with male slant. Photos. No fiction. No shorts. No pulp writing. To \$500, more on book-lengths, cartoons \$15. Acc. Query Bruce J. Friedman.

**Modern Man Magazine**, 8150 N. Central Park Blvd., Skokie, Ill. (M-50) Fiction about 2,500; adventure, humor, subjects of interest to men. Articles 1,500-3,000 on hunting, adventure, mechanics, travel, sports, etc., from male standpoint; should be replete with anecdotes and quotes; 15 or more photos whenever possible. Cartoons. Art Arkush, Editorial Director. Varying rates for text, cartoons \$10, photos \$10, \$100 per black and white set, \$150 per color page. Pub. Query.

**Mr. Magazine**, 21 W. 26th St., New York 10. (Bi-M-25) Sophisticated fiction and non-fiction to 3,000. A wide range of fiction, but stories with man-to-woman relationships preferred. Articles on exotic travel, on jazz musicians, on up-and-coming female entertainers, and on getting along with and understanding women. Writing should be direct, fast-paced and in good taste. May be humorous in mood. Everett Meyers, Editor. \$50-\$75. Pub.

**Nugget**, 545 Fifth Ave., New York 17. (M-50) Stories 1,000-4,000, clever and/or off-beat with strong writing and plots to appeal to an adult male audience. Factual, readable articles 1,000-3,000 on travel, sports, entertainment, personalities, business, modern living or any other subject of interest to the younger man. Intelligent opinion and essays 1,000-3,000 on controversial (but non-political) aspects of contemporary culture. Photographs. Cartoons. A very few fillers. George Wiswell, Editor. Text \$75-\$500, cartoons \$20-\$100, photos \$20-\$400. Acc.

**Playboy**, 232 E. Ohio St., Chicago 11. (M-50) Short stories 5,000; short-shorts 800-1,500; novelettes 10,000-15,000. Essays and articles 2,500-5,000. Cartoons, photos. Material must be of special interest to sophisticated young male readers. High quality, including charm of style, essential. Ray Russell, Executive Editor, receives fiction; Jack J. Kessie, Associate Editor, reads non-fiction. \$2,000 for principal fiction story in issue; \$1,000 minimum for other fiction with short-shorts only exception; article rates the same. Acc.

**Rogue**, P. O. Box 230, Evanston, Ill. (M-35) Fiction and articles 2,000-5,000—adventure; sophisticated pieces; personality articles. Extensive market for cartoons—line or wash. Photos—black and white and color—to illustrate articles, also boudoir type cheesecake. William L. Hamling, Editor. 5c up, cartoons \$15-\$25, photos \$15-\$100. Acc.

**Saga**, 205 E. 42nd St., New York 17. (M-25) True adventure stories for men. All subjects. Narrative strength of first importance. Profiles of adventurous

men, preferably in news today, a good bet. Sagas of the past always sought. Picture stories. True humor. Photos. Cartoons. Fillers. Ed. Fitzgerald, Editor. Feature rates \$150-\$500, fillers \$5-\$50. Acc.

**Sensation**, 16 E. 55th St., New York 22. (Bi-M-25) Adventure, sports articles, some fiction, 2,000-5,000. Bill Guy, Editor. Good rates. Acc.

**Short Stories for Men**, formerly **Short Stories Magazine**, 501 Fifth Ave., New York 17. (Bi-M-35) All types of adventure stories to 15,000; original plots and mature writing. Sylvia Kleinman, Editor. Ic. Acc.

**Sir!**, 21 W. 26th St., New York 10. (M-25) Short stories, 1,500-1,800. Short-shorts. Articles on anything of interest to men—metaphysical, weird, expositions. Cartoons. Photos. Adrian B. Lopez, Editor. \$50-\$75 an article, pictures \$5-\$7.50. Acc. Query.

**Sportsman Magazine**, 655 Madison Ave., New York 22. (Bi-M-35) Noah Sarlat, Editor. Inventory full for a while.

**Stag**, 655 Madison Ave., New York 22. (M-25) Chiefly first-person and third-person true adventure pieces of all types, 4,000-6,000. Picture stories. Fiction. Dramatic profiles of fabulous characters. Noah Sarlat, Editor. Up to \$500. Acc.

**Swank Magazine**, 655 Madison Ave., New York 22. (Q-35) Short stories to 4,000; short-shorts 1,000; novelettes only by big names. Articles, fact-fiction, humorous-satirical. Big need: personality stories of strong interest to men. Cartoons in black and white and color only by professional cartoonists. Photos. Bruce J. Friedman, Editor. Rates fairly good. Acc.

**True**, 67 W. 44th St., New York 36. (M-35) Factual stories of interest to men. Basic lengths: 750, 1,500, 2,500-3,500, 5,000, 10,000, 18,000 words. Needs particularly personality profiles, stories of current interest and news value, fact crime, short pieces. Also first-person adventure; great adventure stories. historical. No fiction. Douglas S. Kennedy, Editor. \$1,000 up for a full-length 5,000-worder running in all editions; top rates on all material.

**True Men Stories**, 1790 Broadway, New York 19. (Bi-M-25) Same requirements as **Man's Life**, above. Seeking also feature columns and cartoons.

**Valor**, 16 E. 55th St., New York 22. (Bi-M-35) Same requirements as **Cavalcade**, above.

## Women's and Home Service Magazines

**American Baby**, 180 Riverside Drive, New York 24. (M-25) Articles to 1,000 on pregnancy and 12 months following baby's birth. No verse. No photos. Beulah France, R.N. 1/2c. Pub. Acc. on articles by doctors.

**American Beauty**, Press & Television News Co., 166 West 72nd St., New York 23. (Bi-M) Articles 50-1,000 on fashion, glamour, charm, success. Robert E. Fischer, Editor. 1c-3c, photos \$3-\$5. Pub.

**The American Home**, 300 Park Ave., New York 22. (M-35) Practical articles pertaining to home, interior decorating, building, gardening, food, homemaking, 800 to 2,000. Illustrated how-to-make or how-to-do articles on homemaking subjects. Mrs. Jean Austin, Editor. Varying rates. Acc.

**Baby Care Manual**, Parents' Institute, 52 Vanderbilt Ave., New York 17. (Q-give-away through hospitals to new mothers) All articles reprinted from **Parents' Magazine**. Photos. Mrs. Maja Bernath, Editor. Photos \$25. Acc.

**Baby Talk**, 149 Madison Ave., New York 16. Experience articles mother-father-baby, 500-1,000; fillers; verse. Deirdre Carr, Editor. 2c-3c. Acc.

**Baby Time**, 424 Madison Ave., New York 17. (M-25) Articles 500-750 of interest to new and expectant mothers and mothers of children up to about 3 years. Lee Robba, Editor. \$5 up an article. Acc.

**Better Homes & Gardens**, 1716 Locust St., Des Moines 3, Iowa. (M-25) Architectural, home decorating, and gardening articles largely staff-written. Special Features Department seeks high caliber general articles on practically any subject except partisan politics and international affairs. Major stories viewing problems important to the average family—

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**Canadian Homes and Gardens**, 481 University Ave., Toronto, Canada. (M-25) Practical how-to-do-it articles on subjects of interest to homemakers; keep in mind Canadian geography and climate. Photos. Varying rates. Acc.

**Catholic Home Journal**, 220 37th St., Pittsburgh 1, Pa. (M-20) Love or domestic stories 1,200-2,000. Articles on the home, child care, etc., preferably illustrated; practical articles with an optimistic outlook on social questions, etc. 1,800-2,000. Light verse about home life and children to 20 lines. Rev. Bonaventure Stefen, Editor. 1c up, verse 30c a line. Acc.

**The Catholic Home Messenger**, Canfield, Ohio. (M) Fiction and articles 1,800-2,200. Fiction should be timely or deal with social and family problems. Articles on biography, travel, current events, cultural matters, communications; special interest in home and family. Picture stories—7-8 photos, 300-600 words. Fillers and cartoons used occasionally. Rev. Bernard M. Borgogno, S.S.P., Editor. 2c up. 15th of month after acc.

**Charm**, 575 Madison Ave., New York 22. (M-40) Short articles of interest to women who work, 500-1,500. S. Kay Thomas, Managing Editor. Varying rates. Acc.

**Chatelaine**, 481 University Ave., Toronto 2, Canada. (M-20) Fiction: short stories to 6,000; occasional novelettes to 15,000; occasional two-parters. Articles to 3,500: "you interest" including medical; first-person on medical, marital, or emotional topics, including lively opinion pieces. Prefers Canadian background. Doris Anderson, Editor. Acc.

**Chic & Twenty**, (formerly **Beauty and Health**), Press & Television News Co., 166 West 72nd St., New York 23. (Bi-M) Articles 500-1,000 on self-improvement through diet, exercise, etc. Fillers and news to 50 words. Cartoons. Robert E. Fischer, Editor. 1c-3c, photos \$3-\$5. Pub.

**The Christian Home**, 201 Eighth Ave. S., Nashville, Tenn. (M-20) Articles 1,000-2,000 on family relationships, child guidance; stories 2,500-3,500, of interest to parents of children and teen-agers; verse; photos of family groups. Dr. Joy Bayless, Editor. Stories and articles 1½c, verse 50c a line. Acc.

**The Christian Mother** (formerly **Mother's Magazine**), David C. Cook Publishing Co., Elgin, Ill. (Q-50) Articles to 2,000 words appealing to mothers of children 2-6; may deal with spiritual growth and training of preschoolers. Christian homemaking, outstanding Christian mothers, personal faith applied to everyday family living; photos desirable. Humorous or inspirational fillers. Poetry with Christian tone, slanted to young mothers. No fiction. For children's section, poems, prayers, stories, activities with religious emphasis suitable for preschool children. Ruth Downey, Editor. Varying rates, poetry 25c a line up. Acc.

**Crosier Magazine** (formerly **Crosier Missionary**), Onamia, Minn. (M-25) Wholesome but not preachy fiction appealing to Catholic families, 800-1,800. Articles, preferably with photos, on religious topics of general interest but especially on Catholic family life, courtship, marriage, child training, 800-1,800. Fillers, 200. Cartoons. Photo stories on religious or inspirational topics. Current needs: good family articles; photo stories on the family and religious subjects (Catholic). Rev. Robert Fix, O.S.C., Editor. 2c-5c, cartoons \$5, photos \$4-\$10. Acc.

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**Everywoman's Family Circle Magazine**, 25 W. 45th St., New York 36. (M-10) Short stories 2,500; short shorts 1,200; novelettes rarely used. Articles on family relationships, health, child care, family leisure-time activities, financial, travel, personalities, etc. Some verse. Cartoons. Photos. Robert M. Jones, Editor. Competitive rates, depending on subject and quality. Acc.

**Family Digest**, Huntington, Ind. (M-20) Articles, 1,000-2,000 on home and family subjects. True family stories inspirational or adventurous. John F. Fink, Editor. 2c up. Acc.

**The Family Handyman**, 117 E. 31st St., New York 16. (M-35) Subject matter: home improvement, repair and maintenance of interest to do-it-yourself homeowners. Photos of work in progress and/or finished glamour views of basements, attics, terraces, built-ins, playrooms, kitchens, etc., that can be used with the how-to stories. Morton Waters, Executive Editor. 5c, black and white glossy 8 x 10 photos \$7.50 up. Pub.

**Flower & Garden Magazine for Mid-America**, Mid-America Bldg., Kansas City 11, Mo. Articles to 2,000 on indoor and outdoor gardening for the amateur in the Middle West. Midwestern writers preferred. Black and white photos accompanying articles; transparencies for covers. Rachel Snyder, Editor. Eastern Edition uses articles about plants and methods especially used in Atlantic states. Eastern Editor, Elvin McDonald, 310 East 71st St., New York 21. To 2c, black and white photos \$3-\$5. Acc.

**Flower Grower—The Home Garden Magazine**, 2049 Grand Central Terminal, New York 17. (M-35) How-to articles by and about experienced suburban and small-town home gardeners, photographs of gardens and flowers; articles to 1,500. No fillers. John R. Whiting, Editor. Articles \$5-\$125, photos \$5-\$10, color photos to \$100. Acc.

**Glamour**, 420 Lexington Ave., New York 17. (M-35) Articles of interest to young women 500-2,000 for shorts, to 2,000 for full length pieces; subjects of daily concern with emphasis on specific and helpful material; humorous approach acceptable. Evelyn Harvey. From \$25 for short features. Acc.

**Good Housekeeping**, 57th St. and Eighth Ave., New York 17. (M-35) Stories of quality, articles, verse. A book condensation or novelette in each issue. Emphasis on stories with relevance and practical application to the lives of readers rather than fantasy. Non-fiction: investigatory reports, inspirational personal experiences, personality stories of currency and substance. Not especially interested in essays, how-to pieces, or articles proffering advice. Ideas and preliminary research for section, The Better Way. Wade H. Nichols, Editor. Top rates. Acc.

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**Home Life**, 127 Ninth Ave., N., Nashville 3, Tenn. (M-15) Short stories and feature articles of interest to home and family groups, Christian viewpoint, 750-3,000. Especially needs MSS. slanted to parents of small children; human interest copy on child-rearing. Short poems of lyric quality, human interest and beauty; occasional photos, fillers, cartoons. Joe W. Burton, Editor. To 3c. Acc.

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**The Workbasket**, 543 Westport Rd., Kansas City 11, Mo. (M-15) Articles 750-1,000 on how to do needle crafts and other home crafts of interest to women, including the making of specific items. Mary Idia Sullivan, Editor. 2c, photos to \$5. Acc.

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**Your New Baby**, Parents' Institute, 52 Vanderbilt Ave., New York 17. (M-give-away through diaper services and infants wear departments) Articles 700-1,500 on baby care and family living by parents or specialists in child care. Fillers. Photos, Verse. Mrs. Maja Bernath, Editor. Articles \$15-\$80, photos \$25. Acc.

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**Modern Romances**, 750 Third Ave., New York 17. (M-15) First-person real-life stories. Also short articles 400-1,000, dealing with parenthood, young mothers with small children, pregnancy, and post-natal health. Articles carry bylines. Henry P. Malmgreen, Editor. 4c and 5c. Acc. Address Mr. Malmgreen for story contest rules.

**My Love Secret**, 535 Fifth Ave., New York 17. (Bi-M-15) For requirements see **Real Romances**, below.

**Personal Romances**, 295 Madison Ave., New York 17. (M-25) First-person romances, young heroes and heroines, with strong emotional problems logically worked out, 3,000-10,000. Hilda Wright, Editor. 3c up. Pub.

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**Revealing Romances**, 23 W. 47th St., New York 36. (M-15) First-person stories with realism, reader identification, and emotional tone. Stories must deal with problems that hit home and reflect modern-day living. Short stories 2,500-6,000; novelettes to 10,000. Articles and fillers 300-1,000. Romantic verse to 20 lines. Rose Wyn, Editorial Director; Shirley Brownrigg, Senior Editor. 3c up, verse 50c a line. Acc.

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**True Experience**, 205 E. 42nd St., New York 17. (M-20) First-person true stories of emotional experiences. To 10,000. Especially seeking stories, articles, and story-articles 3,000-5,000. F. Gould, Editor. 3c. Acc.

**True Romance**, 205 E. 42nd St., New York 17. (M-15) First-person short stories 4,000-6,000, \$250; novelettes 10,000, \$375; short-shorts 2,000-3,500, up to \$250. F. Gould, Editor. Acc.

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**Mike Shayne Mystery Magazine**, 501 Fifth Ave., New York 17. (M-35) Each issue contains a novelette of Michael Shayne by Brett Halliday. Rest of magazine is open for detective and mystery stories of all schools, 1,500-15,000. Sylvia Kleinman, Editor. 1c. Acc.

**Mystery Digest**, 527 Lexington Ave., New York. (M-35) Mystery fiction 3,000-15,000. Rolfe Passer, Publisher. 1c. Pub.

**The Saint Mystery Magazine**, 320 Fifth Ave., New York 1. (M-35) Stories 1,000 up of any type dealing with crime. Emphasizes quality. Uses some reprints, chiefly by big names. Hans Stefan Santesson, Editor. 1c. Month before pub.

**Sleuth Mystery Magazine**, 122 E. 42nd St., New York 17. (Bi-M-35) Published in cooperation with the Mystery Writers of America. Mystery-crime fiction 1,000-12,000, all types, with emphasis on good writing and characterization; full-bodied plots essential. William Manners, Editorial Director. 3c-6c. Acc.

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Vol. 59, No. 1

January, 1959

## More Authors Than Ever Before Published With Vantage Press in 1958 . . . Books Issued Totaled 231

### Author Publishes Six Books with Vantage as Memorial to Clergyman-Husband

To honor the memory of her late husband, a clergyman, and to perpetuate his writings and sermons, Mrs. William Charles Cravner chose *Vantage Press* as the publisher of a series of books embodying Dr. Cravner's work.

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### Many Autograph Parties Planned for Authors

One of the most popular methods of selling books and getting publicity for an author is by means of an autograph party. *Vantage's* Sales Department not only plans these affairs, in cooperation with local bookstores, but also supplies books on consignment, offers free window posters and jackets, and contributes financially toward local advertising.

A few of the autograph parties held recently (or about to be held) include the following: Vernon Fox, author of *Violence Behind Bars*, will appear at the Book & Art Shop, Dothan, Alabama; Fox's book was reviewed in the *New York Sunday Times Book Review*; Helen Cutlir, author of *Runaway Boy*, will appear at the Constance Spencer Book Shop, San Francisco, with an author from another publishing house . . . Joan Rodbro, author of *What's Wrong With Women*, will be at the Globe Department Store, Waukegan, Ill.; Leni Pellegrini Kick, author of *The House on Walnut Grove*, will be autographing books at the Kansas City Music Club, and Alpha Chi Omega Mother's Club . . . Wm. Flook, author of *Nr-Mo-Wy*, will be honored at McLean's Dept. Store, Binghamton, New York.

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### Midwest Radio-TV Minister Praises New Bible Book

*Bible Animals—Mammals of the Bible* by Lulu Ramsey Wiley, just published, has been highly praised by one of the most influential of Midwestern Radio-TV ministers, Dr. Raymond Barnett Knudsen, of Springfield, Ill. "Bible Animals," says Dr. Knudsen, "is among the prized possessions in my library . . . because it is invaluable on the insights which it gives to references to mammals in the Holy Scriptures. It is excellent for homiletical material and for those who work with young people."



WILEY

### Heavy Publicity Launches "What's Wrong With Women"

Joan Rodbro, author of the newly published *What's Wrong With Women*, has been on a whirlwind series of talks and interviews on radio and television. She has appeared on Jack Egen's *Chez Paree Show*, WIND, Chicago, on the Paul Gibson Show, Channel 2, CBS-TV, Chicago (for 15 minutes), on WCFL Radio, the Bob Elson Show at the famous Ambassador Pump Room, Chicago. . . . When she flew to New York recently she was interviewed by Hope Johnson, N. Y. *World-Telegram* columnist, and by the famous syndicate, *Women's News Service*. The book has already been favorably reviewed in the *Chicago American*.



RODBRO

### Vantage Again Among Top Ten U.S. Publishers In Number of Titles

*New York, N.Y.*—More authors are selecting *Vantage Press* to publish their books than ever before in the company's ten-year history. Dramatic evidence of this is that *Vantage* issued 231 books during 1958, as against 223 books in 1956, the previous high record.

Although the official *Publisher's Weekly* listing of other companies' figures is not available at this writing, *Vantage* officials believe this listing will indicate that *Vantage Press* is still among the nation's top ten publishers in the number of books issued.

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